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ISSUE

TO ..... SEE PAGE.....  
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# shipping MANAGEMENT

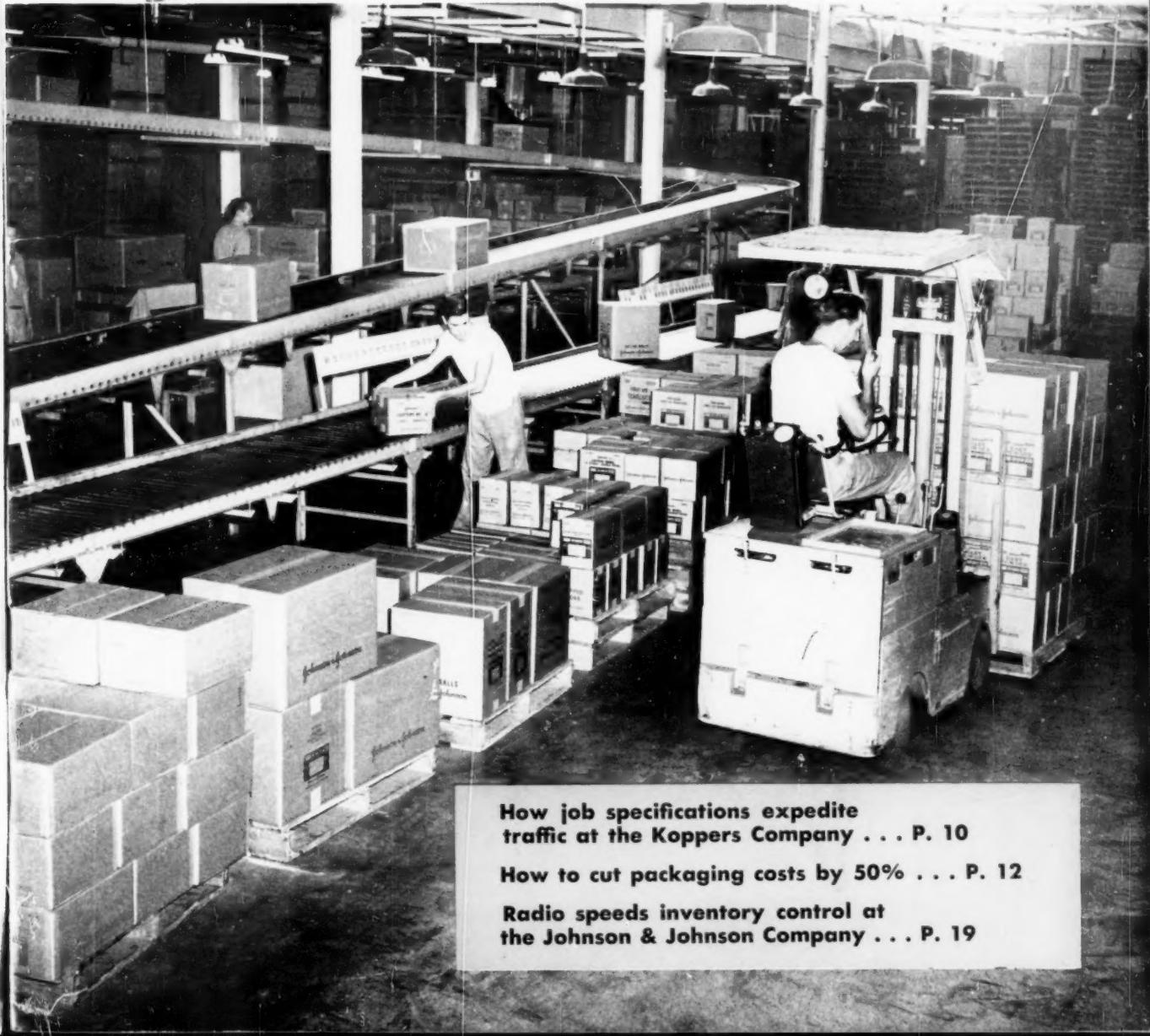
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JANUARY, 1959

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THE PRACTICAL "HOW-TO" MAGAZINE FOR THE TRAFFIC, DISTRIBUTION, AND PACKAGING EXECUTIVE



How job specifications expedite  
traffic at the Koppers Company . . . P. 10

How to cut packaging costs by 50% . . . P. 12

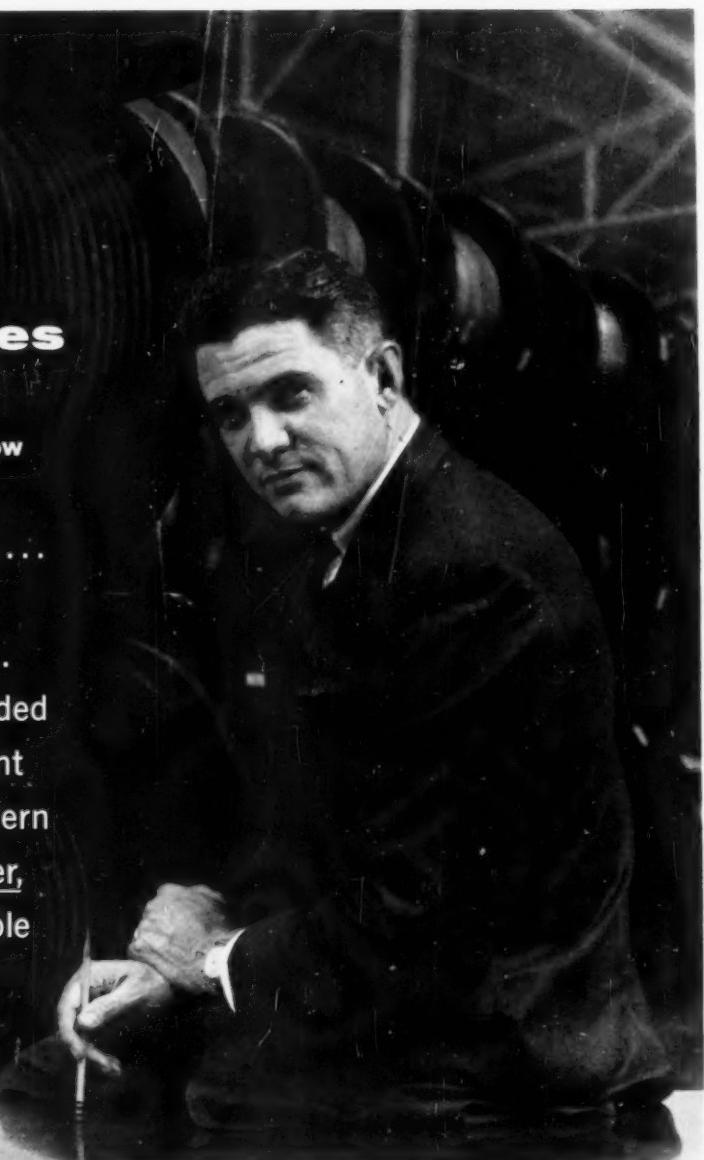
Radio speeds inventory control at  
the Johnson & Johnson Company . . . P. 19

*go-how:*

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to Chicago**

where power waits to flow

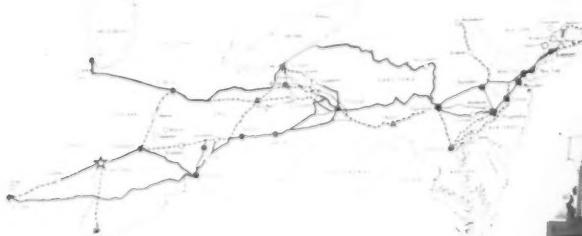
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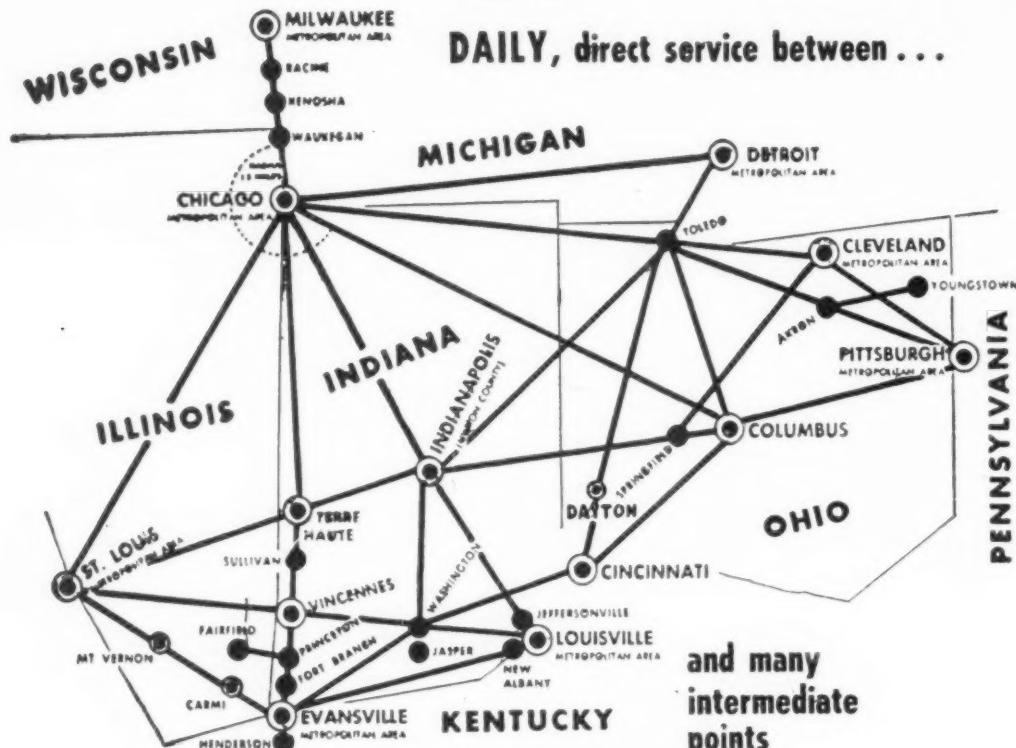
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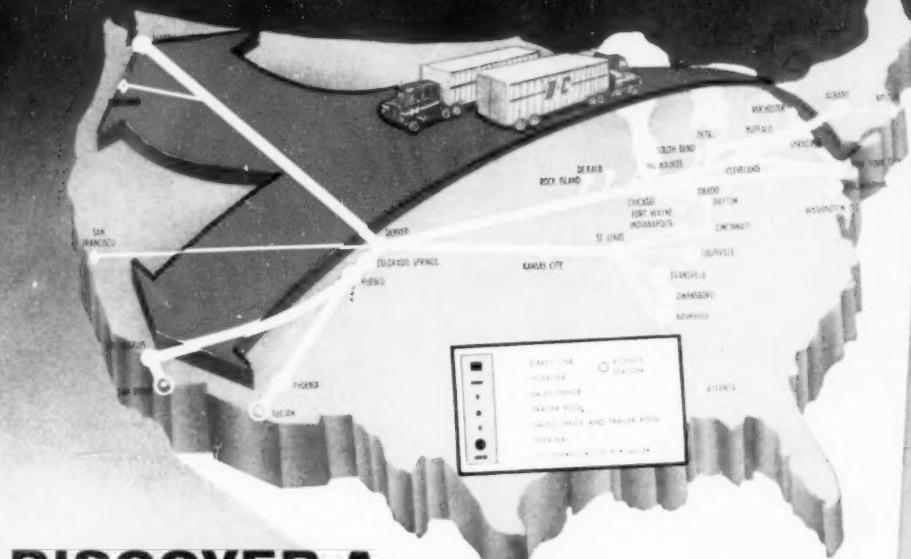
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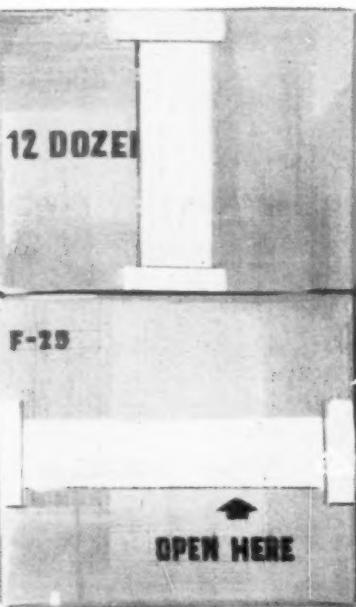
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### How job specifications expedite traffic at Koppers

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### How to cut packaging costs by 50%

Pittsburgh Plate went all out to find a type of packaging which would cut skyrocketing costs and slash damage to in transit wrap-around windshields. The company's solution: Specially designed wirebound boxes.

### Easy does it: How you can halt man-handling accidents

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### Radio speeds inventory control at Johnson & Johnson

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### What can be done to ease our professional traffic personnel shortage?

Today, as never before, firms all over the nation are looking for highly trained personnel to man their traffic departments. Here's what's being done to provide industry with the professionals it requires.

### How new fiberglass cab boosts highway payloads

The cab of tomorrow. That's the way a new fiberglass cab—destined to have a profound impact on over-the-highway transport—is being described by experts.

### Shippers salute motor carriers' expanding role in distribution

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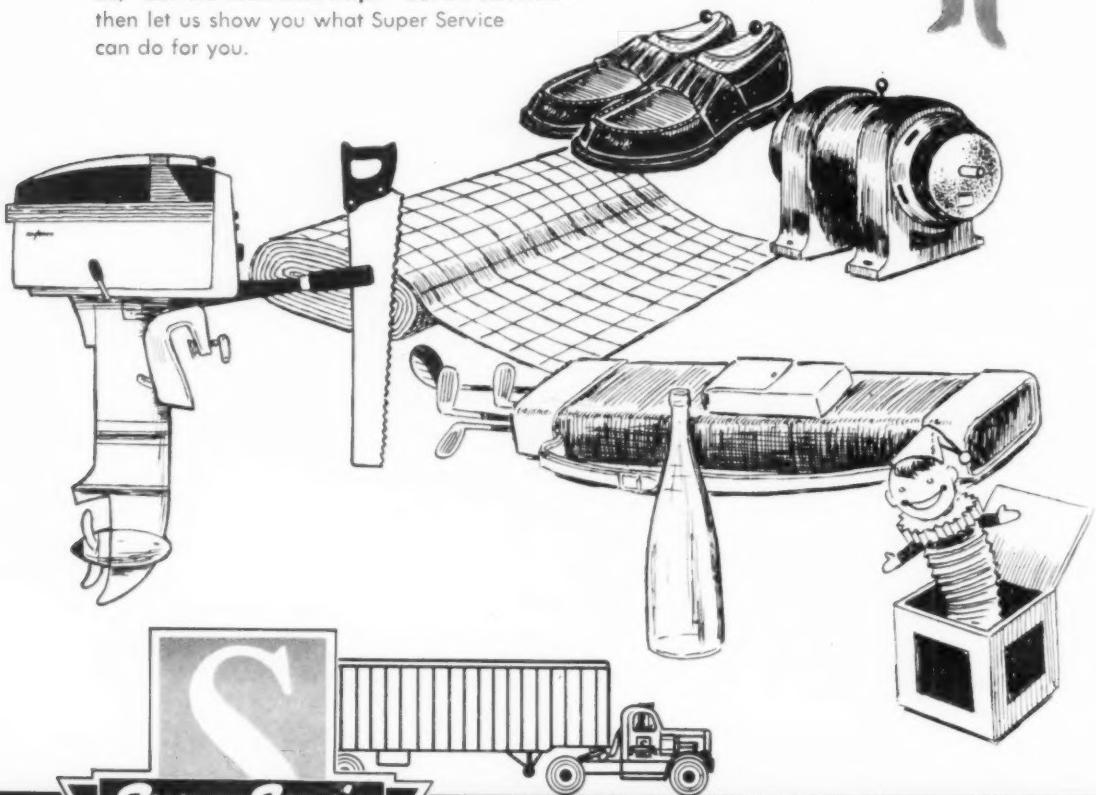
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# Year of challenge

What's ahead for the distribution executive in '59?

With the recession of 1957-58 a thing of the past, economic crystal-ball gazers, by and large, believe that business will surge ahead during the forthcoming year. While the vast majority of forecasters can see no big boom in sight — such as the spectacular business sprint of 1955-56 — they do see industry moving upward at a slow but steady pace.

For the distribution executive, two factors connected with the anticipated improved business outlook are of paramount importance.

First of all, the one beneficial effect of the recent recession — in forcing companies everywhere to reappraise their operations and launch extensive cost-reduction programs — will continue to make itself felt in '59.

More economical procedures: a continuing emphasis on mechanization, automation, and simplification of work flow; and new approaches to old problems will be the order of the day. And distribution certainly will be one of the key areas of business on which efficiency experts will be concentrating most intensively.

Secondly, with business moving into high gear, shipping and receiving should pick up substantially. Living off inventory, an outstanding characteristic of the downturn in business, is expected to give way to a flurry of new orders. The packing, shipping, handling, and processing of these orders will be the job of the distribution executive and his personnel.

In 1959, therefore, perhaps as never before, it will be up to the distribution executive to improve long-established techniques, to look for fresh, dollar-saving short-cuts, and to provide his company with more for its distribution dollar.

His role in his firm's '59 operations will be a vital one — all the more so since 1959 bids fair to be a year of intense competition and comparatively tight profits for most concerns. Upon his ability to provide the best possible distribution operation at the lowest possible cost may hinge, to a significant degree, just how well his company fares during the upcoming first full post-recession year.

*[Handwritten signature]*

## Publisher

# How JOB SPECIFICATIONS expedite traffic at Koppers

To Manager of Traffic and Transportation James F. Haley of the Koppers Company, there are three keys to efficient, dollar-wise distribution. The first—analyzed in depth in last month's *Shipping Management-National Hi-Way Shipper*—lies in dynamic, centralized traffic management.

The second, equally important, is based squarely on defining precisely the duties of all key traffic personnel. And the third involves utilizing the latest traffic office procedures to cut time-consuming clerical work to a minimum, leaving traffic personnel more time to tackle really important tasks.

At Koppers, thanks to a unique and highly effective Job Specification system, there is absolutely no question as to who does what. Every traffic assignment is explained explicitly in a carefully prepared printed Job Specification, defining the area of responsibility of the traffic executive in charge.

## five specification units

Each specification is broken down into five major categories—basic function, scope, duties and responsibilities, method of measurement, and organizational relationships. Between them, these headings leave little room for doubt as to just where a given traffic aide's assignment begins or ends.

Take Mr. Haley's "basic function", for example. As listed in the Job Specification covering the position of Manager, Traffic and Transportation, it encompasses "the general supervision of all company traffic and transportation activities . . . supplying



James F. Haley

advice, aid, and service to the office of the president . . . and other units on matters related to the transportation of the company's materials, products, and personnel . . . and the functional coordination of traffic and transportation activities as performed by or for component units of the company."

The "scope" of Mr. Haley's assignment, moreover, is likewise clearly defined. Reads Job Specification: "The duties and responsibilities of this position involve the performance of staff functions on a company-wide basis, as well as certain operating and service functions for operating divisions having headquarters at the company's general offices in Pittsburgh."

Providing an insight into the mul-

tiple activities carried on by Manager Haley at Koppers—and by top distribution executives at leading firms all over America, for that matter—are the "duties and responsibilities" listed as his on his Job Specification.

Briefly, these include:

1. Assuring economical and efficient domestic and foreign movements of all company materials, products, personnel.
2. Supervising rate and routing information, auditing of freight charges, packaging, warehousing, loading, consolidation of shipments, expediting, tracing. Also: purchasing and use of vehicles and other transport facilities and equipment.
3. Keeping up-to-date on the latest ICC regulations.
4. Studying, developing, and ensuring compliance with company policies and procedures regarding traffic and transportation.
5. Maintaining contacts and conducting necessary negotiations with all carriers.
6. Supervising the processing of all loss, damage, and overpayment claims.
7. Representing Koppers before regulatory bodies.
8. Developing long-range transport plans.
9. Securing interest in and promoting the use of the company's products by carriers. (Actually a sales role!)
10. Keeping up with the latest trends in distribution.
11. Serving as liaison between carriers and company units.
12. Approving all requisitions for the purchase of transport equipment.

13. Analyzing the facts and advising on plant and warehouse locations.
14. Promoting the traffic and transportation field in general.
15. Overseeing company traffic and transport safety.
16. Supervising and maintaining company-owned vehicles, aircraft, and barges.

At Koppers, even the yardstick by which the performances of key traffic personnel are measured is clearly defined. Mr. Haley's "on-the-job performance" is evaluated through "the effect of astute traffic management on the maintenance of favorable competitive positions; cost reduction through effective and economical use of transportation; and the uninterrupted operation of facilities and distribution of products."

Just as the position of Manager, Traffic and Transportation Department, is broken down into its various facets, so are the jobs of Mr. Haley's aides at Koppers. Each executive, consequently, knows precisely where he stands—a situation conducive to the most efficient type of operation possible.

### reduced paperwork

Centralized traffic and the definite assignment of duties and responsibilities are only two of the reasons for Koppers' top-notch traffic operation. The third is distribution executive Haley's enormous success in cutting through the mass of clerical work usually surrounding traffic activities and reducing it to a minimum.

For example, in order to reduce the time consumed in the verification of transport rates used again and again, Koppers' traffic department recently completed its first mechanical compilation of such rates, using punched cards and tabulating equipment.

The commodity chosen for the first all-out drive on rate clerical work: creosote oil and creosote oil solution. The job: processing some 4,000 rates covering shipments to points in Southern Territory, Official Territory, and destinations on the West Coast.

According to Koppers officials, the machine tabulation will provide the Tar Products Division Sales and Planning Department with a rate book

containing accurate rates on creosote between all producing points and normal market destinations. This book will show destination city and state, origin city and state, rate, weight factor, and the rate in cents-per-gallon of creosote oil.

### punched card system

In the past, whenever a given rate increase was announced, countless hours were spent in looking up all the listed rates and increasing them. The rate sheets were then photostated and mailed to Koppers' sales offices.

The punched card system, however, will eliminate all this. Future increases will be computed mechanically on a high-speed calculator and

a card with a new rate will then be reproduced automatically. The cards will be tabulated on multilith mats; the mats sent to duplication; and the desired number of pages run off, collated into book form, and distributed—a far cry from the former time-consuming procedure and another example of how know-how has successfully slashed distribution costs and boosted traffic efficiency at the Koppers Company.

Adjustable and easily interchanged steel shelves have upped available storage space for patterns at the Andale Company.

Reduced warehousing costs at the firm reportedly amount to \$2,500 a year, while handling damage has been virtually eliminated.

**JOB SPECIFICATION**

KOPPERS COMPANY  
UNIT Traffic & Transportation Department  
TITLE Manager

**BASIC FUNCTION:**  
General supervision of all company traffic and transportation activities. Supply advice, assistance and service to the Office of the President and to all other organizational units on matters related to the transportation of all other organizational units, products and personnel. Functional coordination of the company's materials, products and personnel, formed by or for any component unit of the transportation activities as performed by or for any component unit of the company.

**SCOPE:**  
The duties and responsibilities of this position involve the performance of staff functions on a company-wide basis, as well as certain operating and service functions for operating divisions, having headquarters at the company's general offices in Pittsburgh, having

**DUTIES AND RESPONSIBILITIES:**

1. To assure the most economical, practical and effective domestic and foreign movements of all company materials, products and personnel.
2. To promote and supervise efficient and safe operation of all company-owned and operated automotive transportation and personnel.

**METHOD OF MEASUREMENT:**  
The effect of astute traffic management on the maintenance of favorable competitive positions, cost reduction through effective and economical use of transportation, and the uninterrupted operation of facilities and distribution of products will be measurements of performance of these duties and responsibilities.

**ORGANIZATIONAL RELATIONSHIPS:**

1. The Manager, Traffic & Transportation Department, is responsible to the President for performance of these duties.
2. The following positions are responsible to the Manager, Traffic & Transportation Department, for performance of assigned duties:  
 Assistant Manager  
 Commerce Counsel  
 Office Manager  
 Field Supervisor  
 Manager, Traffic Section  
 Manager, Forest Products Traffic Section  
 Manager, Transportation Research Section  
 Manager, Transportation & Development

Kopper's break-down of job responsibilities is shown in this explicit Job Specification for Traffic and Transportation Manager. Note five main points covered.

Two-layer wirebound pallet boxes of Pittsburgh Plate's wrap-around windshields are stacked 3-high.

• How can you counter severe shipping damage to highly breakable merchandise? Pittsburgh Plate Glass' answer: wirebound boxes, carefully altered to meet special protective packaging requirements.

At Pittsburgh Plate, a jumbo wirebound box has KOD in transit damage to curved, wrap-around automobile windshields. Consisting of a four-way entry base, 3/4 mat (end-back-end), two separate front sections, and an intermediate shelf and top, the unique container is geared to handle 60 wraparounds in two layers of 30 each. Measuring 43" x 58½" x 67½", it has a gross shipping weight of 2425 pounds.

Even under the best possible conditions, shipping glass from point to point is always a rather risky undertaking. The puzzler Pittsburgh Plate had to solve, however, was still more difficult, since wrap-around windshields are even more fragile than items made of flat glass.

Basically, packaging laminated flat glass is relatively simple. Since a sheet of glass is strongest along its edges, flat glass is generally packed vertically on edge and maintained throughout its trip in a position parallel to the plane of motion.

### windshield problem

This procedure, though, can't be used in shipping windshields. For one thing, flat glass may be packed with only the parting medium separating one surface from another. Windshields, on the other hand, must be considered as a stack of uniform cones, nested together. The separation of these cones, moreover, must be based on the height of each unit. As the height increases, the number of units per linear measure will decrease.

Flat glass, furthermore, is endowed with a substantial compressive strength and little tensile stability. As a result, it is shipped on edge because it is in constant compression when jolted or jarred. Ends of wraparounds, on the other hand, are almost perpendicular to the plane of motion and are subject to bending



when impacting along a longitudinal line occurs. This bending results in the subjecting of the windshield's outer face to tension, the inner face to compression.

Pittsburgh Plate's top-notch wirebound pallet box provides in transit wrap-arounds with the protection they need. Because it can be knocked down, palletized, and stacked until used, it has significantly reduced the company's packaging storage costs. The wirebound has also cut handling and shipping expenditures at Pittsburgh Plate.

According to W. J. Maxwell, Assistant Head Methods Engineer at the glass manufacturing concern, when the container is in use, the 3/4 mat is nailed to the base and the first layer of 30 windshields packed. The bottom gate is then locked in place with wire loop fasteners.

Next, a shelf is placed on the unit's intermediate cleat and a second layer of 30 windshields is packed. The top gate is then locked and held securely by a .13 gauge wire "Candy Box Tie."

Sweeping cost reductions have been registered by Pittsburgh Plate since the development of the box. These include:

- A 50 percent decline in assembly time, labor expenditures and nails needed to put outbound containers together.
- A reduction in the amount of wire used equal to one mile of .13 gauge per day.
- A drop of 39 percent in tare weight from that of the two single-layer containers formerly used.
- A 30 to 50 percent reduction in the time required to align windshield containers in vertical stacks for storage and shipping.

### manual explains ABCs of data automation methods

If the growing role of electronic computers in traffic and transportation today has you somewhat befuddled, a fascinating manual—*A Study For Management—The UNIVAC II Data Automation System*—could be just what the doctor ordered. Profusely illustrated, this 196 page reference is described as a "starting point for exploring electronic data processing."

Further information: Remington Rand Univac Division of the Sperry Rand Corporation, 315 4th Avenue, New York.



## Why mess around with stamps?



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*No self-respecting shipping clerk wants to fool around with ordinary, old-fashioned adhesive stamps, separating the sheets, putting the loose stamps in compartments, picking them out one by one in denominations that add up to the postage needed... and licking and sticking them on the parcels. What he wants is a postage meter!*

Get him a meter and you'll eliminate these headaches, delays and messiness. You'll help him send out neater looking packages, and save your company a lot of time...and overtime!

With a meter, you print postage as you need it — the exact amount for every package, on special gummed tape delivered moistened or dry, as desired. And the same meter directly stamps and seals your envelopes! You never run out of the right stamp denominations. The meter is set by the postoffice for as much postage as you want to buy; protects your postage from loss, damage, misuse; shows postage used and on hand on visible registers. And you tie up far less money in your "postage inventory."

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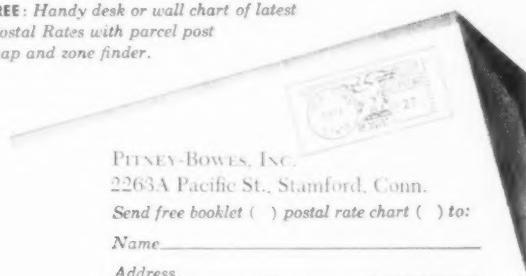
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## How you can halt man-handling accidents in shipping, receiving, and storage areas



● Wrenched backs, pulled muscles, crushed fingers and toes plaguing your handling force? Absenteeism skyrocketing? Then it's time you took a good, long look at the manual handling methods used by your personnel.

One out of every four industrial accidents, says the National Safety Council, is the result of faulty handling. More important, the majority of these mishaps *can be prevented* if employees are alerted to the potential hazards inherent in the handling procedures they're utilizing.

*Improper lifting*, to cite just one instance, is a prime cause of handling injuries. The worker who bends over at the waist and tries to lift something heavy may be laying himself open to a painful back injury.

### lifting do's and don'ts

The right way to lift? To begin with, anything to be raised should first be examined carefully. If an object is too heavy or bulky for the handler to lift by himself, he should use a hand truck or send for help. In addition, before taking hold of the object with his hands, he should make certain that its gripping edges are free of protruding nails or other hazards.

In lifting, the handler should bend his knees, keep his feet apart, and get a good, dependable grip on whatever is to be raised. He should then elevate the object slowly—in a

straight line—so that his leg muscles, rather than his back muscles, are doing all the work.

If the load must be raised to shoulder height or above the waist, the movement should be made in easy stages. Steps: rest the object on a support at about waist height; change the grip for lifting upward; then bend knees in order to bring the leg muscles into play; and lift.

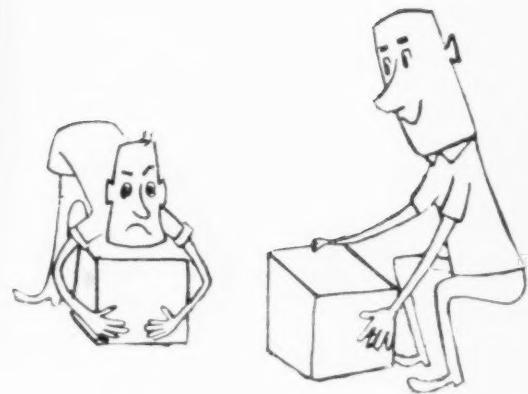
Once a "lift" has been completed, the grip or position of the load should not be changed. If an emergency adjustment becomes necessary, the load should be rested on a support or set down.

*Stacking* is another area of manual materials handling in which accidents are taking a heavy toll. To cut mishaps at your company, handlers should be advised to understand and follow the basics of safe stacking.

In stacking operations of any kind, a firm base is all-important. Therefore, if the surface on which objects are to be placed is uneven, it should be leveled. Shifting must be prevented with dunnage or timber, while objects that may roll should be carefully secured. Damaged containers, needless to say, should never be placed on lower tiers—or the whole stack will collapse, causing serious injury to personnel and severe damage to packaged merchandise.

Materials, moreover, should never be piled above a safe height determined by the floor-load limit, the materials stacked, and other consid-

# Easy



erations. And aisle space should not be so restricted that it constitutes a bottleneck for employees and mobile equipment.

A third manual handling area in which accidents are mounting involves the moving of *odd-shaped objects or packages* from point to point.

### sacked materials

For sacked materials, general lifting rules should be followed. Handlers should bend their knees properly and rely on their leg muscles. Sacks, meanwhile, should be gripped by their diagonal corners and then swung to one shoulder with a boost from the knees.

Circular objects, on the other hand, should be handled differently but just as carefully. The handler should grip the sides of the load to be lifted, not the ends. What's more, he should never attempt to move barrels, drums, and similar circular objects with his feet.

Inefficient hand truck procedures constitute a fourth major manual handling headache. Correct truck use dictates, first of all, that the right truck be used for a specific job. Hand trucks, moreover, must never be overloaded.

Caution: in raising a two-wheel truck into "traveling position," the same rules apply as pertain to the lifting of boxes. The handler should keep his back straight and permit his

leg muscles to bear the brunt of the work.

Furthermore, hand trucks are designed to be pushed—not pulled—on level surfaces and inclines. And when not in use, they should be placed upright—in an out-of-the-way area—with their handles so positioned that they will not injure personnel.

Four keys to an effective manual handling accident prevention program—the introduction of better lifting, stack, odd-shape handling, and hand truck techniques in your shipping, receiving, and storage areas—should go far toward slashing costly injuries to personnel. What's more, they should also contribute significantly to a general improvement in the speed, efficiency, and ease with which manual handling operations proceed at your company.

---

DID (Direct Inward Dialing) can save your company time and money. It's doing just that at such firms as



DuPont in Wilmington and Boeing in Seattle.

What is DID? How does it operate? Basically, it's a telephonic system which permits you to dial—from an outside phone—straight to the desk of the man you want to reach in your office. Bypassed is the switchboard operator, along with the delays stemming from calls routed through a central board.

The underlying theory is simple. Any firm interested in DID may get an automatic exchange all its own. The caller dials the exchange—say, BU 1, followed by the extension number of the party to whom he wishes to speak.

### assessing tolls

Charges are tallied from the time the phoned party picks up his extension, and NOT when the switchboard operator answers. Long distance, the caller would pay a station-to-station, rather than a person-to-person, rate.

Result? Reduced company phone bills, expedited communication, and a decline in tieups at the switchboard.

---

Interested in obtaining a roster of the nation's warehousemen? You can get your 1958-59 listing by contacting the American Warehousemen's Association, Merchandise Division.



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CHECK NO. 33 ON HELP-O-GRAM CARD

16

**new  
products  
jan., 1959**

#### zipped tarpaulin

Tarpaulin panels of varying sizes and materials may be zipped together with a plastic zipper track for any application, according to the W. A. Plummer Manufacturing Company.

Lengths of the product, "Zipptarp," may be cut and zipped together by the customer. Covering is simplified, because a large, heavy cover need not be handled in one piece. After the tarp is lashed down, any panel may be unzipped for inspection, access to a work point, or for removal of desired objects.



Lightweight panels come in 5', 10' or 20' widths; medium line in 3', 6' and 12' widths; and the heavy line in 4', 8' or 12' widths. Standard lengths: 12', 20', 50' or continuous panel 1' wide with grommets on one side and a zipper on the other for tying down the tarpaulin is also available.

(check 76 on Help-O-Gram card)

#### stencil roller

Replacing the stencil brush in marking shipping addresses and other directions on boxes and cartons is a new stencil roller offered by Bayberry Products Corporation.

Light in weight, the Stencil-Matic is nevertheless sturdy enough for use in shipping rooms. A special composition, plus ink transfer properties, are said to allow clean-cut stencil impressions on nearly any surface. One inking is reported sufficient for an average day's use.

(check 77 on Help-O-Gram card)

(Continued on page 22C)

# VIA MOTOR CARRIER



A 15-year battle by the nation's common carriers to set up an effective dollar-wise interchange system for general commodity tractor-trailers has ended successfully with the recent announcement by the Regular Common Carrier Conference that the ICC has approved a nationwide equipment interchange program.

Already moving into high gear, some 333 of America's largest common carriers are set to participate in the operation. Conference statistics indicate that carriers are currently interchanging close to 700,000 trailers a year—a figure that is expected to skyrocket with the ICC action.

Broadened equipment interchange will certainly exert a profound impact on U.S. motor freight shippers. The procedure will make it possible for a trailer to move coast-to-coast or border-to-border without changing tractors en route.

Pointing out the benefits inherent in equipment interchange, the ICC reports: "Trailer interchange is a highly effective method of improving service to the public. The reduction in handling time saves time and expense, and drastically reduces loss and damage."

With Interstate Commerce Commission approval of its application to operate Powell Brothers Truck Lines of Springfield, Missouri, T.I.M.E. has inaugurated directed motor truck service between the West Coast and St. Louis, Springfield, and 33 other cities in eastern Kansas, Arkansas, and Missouri... The California Public Utilities Commission has OK'd an increase of about 5 percent in the minimum rates for hauling general commodities intra-state by truck.

The accent at Interstate Motor Lines is on a "souped-up" over-the-highway schedule. Just announced by IML are these trip times: Three days between Oakland and Kansas City; four days between Oakland, Los Angeles, Portland, and Chicago; and similar fast service between Los Angeles and Kansas City.

The 20th Annual Convention of the Private Truck Council of America will convene at Chicago's Sherman Hotel on the 29th and 30th of this month. Theme: "Key To Greater Profits—Stretching Your Transportation Dollars" . . . Claim prevention and lia-

bility were spotlighted at the annual fall meeting of the ATA's National Freight Claim Council in Memphis last month. Topics discussed included how to stimulate management interest in loss and damage prevention; the role of the inspection bureau in claim reduction; and the steps that may be taken to make freight handlers more claim conscious.

In an all-out drive on costly traffic congestion, firms all over the nation are constructing off-the-street shipping and receiving platforms. To this end, the American Trucking Associations has asked the American Standards Association to approve an American standard for the heights and clearances of motor freight docks.

Under the system set up for the establishment of standards, the ATA has submitted minimum design specifications for shipping and receiving docks designed for private carriers and shippers, as well as for open and closed type docks for common carriers.

Now it's up to the ASA. The organization will canvass all groups concerned and, if the proposal is supported, the standard will be approved as an American standard.

Expanding its motor freight fleet, Navajo Freight Lines has added 12 new rugged International truck-tractors to its over-the-road hauling force. The units are now



being utilized on runs between Albuquerque and Chicago, and Denver and Kansas City.

Headquartered in Denver, Navajo is currently serving key centers from the Pacific Coast to Fort Wayne, Indiana.



C. C. Helms, General Claim Agent

When a leading trucking company evolves, establishes, and maintains a top-notch loss and damage prevention program, the effects are felt by shippers using that carrier, as well as by the truck line itself. Consignments move far more smoothly and efficiently; time-consuming clerical work connected with claims is slashed; and consignor-consignee goodwill skyrockets.

Typical of the efforts of motor carriers to KO loss and damage is the dollar-wise program currently in operation at Johnson Motor Lines, Charlotte, North Carolina. Johnson's loss and damage record in '57: 99.74 percent claim free shipments, and 91 percent of all claims settled within 30 days.

Carrying 521,832 shipments during the course of the year, moreover, Johnson averaged about one claim per 364 consignments—or one claim per 218 tons.

What's the carrier's formula? According to C. C. Helms, Johnson's General Claim Agent, the line's sparkling achievements in the field of claim prevention stem from a variety of factors.

Loading responsibility is established with camera at receiving terminal. Photos of bad loading are sent to the terminal responsible.



Reports Mr. Helms: "Experience shows that most motor freight damage occurs while merchandise is being handled—because handling shock is greater than transportation shock. Misrouting, miscounting, and miscalling, meanwhile, stem directly from human error: 'Didn't think, didn't know, or didn't care.'

"At Johnson, we begin building 'claim prevention awareness' from the moment an employee begins works. We place special emphasis on the dollars-and-cents value of prevention—and follow through all the way."

Keystone of the war on damage being waged by the southern carrier is General Claims Agent Helms himself. His assignment: To formulate prevention policies and procedures; secure the full cooperation of terminal managers; inspire a "want to" attitude on all levels within the company; and, in general, to direct all facets of claim prevention.

At his disposal are a variety of weapons, including:

- 1) Claim prevention meetings at the carrier's terminals. Serving as the written basis for Johnson's claim program, a *Claims Prevention Manual* is often the text used at these sessions, during which the ABCs of safe loading, unloading, and shipping are hammered home.
- 2) A special *Terminal Claim Responsibility Report*, detailing the monthly loss and damage situation at each terminal. At Johnson's Atlanta, Charlotte, Thomasville, and New York facilities, a Polaroid Land camera is used to record evidence of damage. The photos are then used to correct procedures used by loading crews and other personnel and to illustrate the high cost of damage at meetings.
- 3) OS&D Broadcasting. Speedy action with regard to shortages or overages is a major factor in recovery and claim settlement. Consequently, every afternoon, at 2 PM, a teletype operator at Johnson headquarters calls all stations and begins a special broadcast. All shortages are broadcast first, along with complete descriptions of missing merchandise. Following the shortage reports, overages are announced.

Each Johnson terminal then transmits to HQ any information which may help clear up these shortages or overages. Thanks to its broadcasting procedure, the carrier is generally able to clear up well over 50 percent of its OS's within 48 hours after they have been uncovered.

Waterproof paper is applied at the rear of the load for extra protection at the place where water damage happens most frequently.

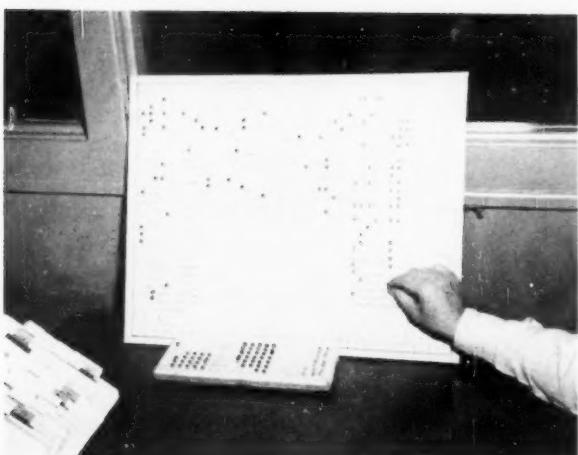


# RADIO

## speeds inventory control at Johnson & Johnson



Loaded pallet is hooked onto dragline by fork lift truck operator.



"Key" layout chart shows at a glance the location of "open" storage room.



Stock locator checks files and chart when determining routing & handling of cartons.

High-speed shipping, receiving, handling, and warehousing are a snap at Johnson & Johnson's Chicago Shipping Center. Reason? A sure-fire, radio-controlled "stock locator" system.

Here's how it works: Stocking some 750 different commodities ranging from bandages to baby products, the midwestern facility handles close to 24,000 cases of merchandise daily.

All inbound products—from J&J's manufacturing mills north of the Shipping Center, outside suppliers, and other company plants around the nation—enter the building on a high-speed conveyor. Upon receipt, they are moved to the warehouse area, which is divided into keys clearly identified by a numbering system.

### outbound merchandise

Outbound merchandise, on the other hand, is processed in a separate section consisting of a pre-assembly order picking area adjacent to local and long-haul truck docks.

The moment inbound cases are removed from the conveyor and palletized, the radio-controlled stock locator system swings into action. Picking up his pallet load, the fork lift truck operator immediately calls "Radio Central" and asks for the storage location or key in which the pallet is to be placed.

The radio dispatcher, in turn, refers to J&J's unique warehouse chart and vertical file and assigns the pallet to an appropriate storage key. What's more, he notes the location in an index file containing a card for each stored commodity. Filed in numerical order, each card carries a product code number which also appears on every case fitting the product classification.

A prime factor in the huge success of the radio-directed stock locator system is the manner in which the J&J warehouse chart is used by dispatching personnel. Geared to a

**How you may  
SAVE \$5000 to  
\$15,000 A YEAR  
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CHECK NO. 2 ON HELP-O-GRAM CARD



Driver has arrived at "key" and is putting down his load. Stock information is so complete at J&J that the precise location of every carton—and full data about its contents—is pinpointed.

high-speed handling and storage operation, the chart shows at a glance which keys in the facility are open and how many pallets of each size used by the Shipping Center will fit into a given key.

Low-volume items are assigned to small keys and high-volume merchandise to keys that are designed to accommodate a larger number of pallets. Needless to say, at the alert J&J unit, fast-moving merchandise is placed as close to the pre-assembly order picking area as possible. Purpose? To minimize "travel" time.

**key positions**

Once a particular item has been assigned a specific key position, it continues to be placed in that key until capacity has been reached. When a key is finally full, the lift truck operator tells the dispatcher, via radio; the dispatcher lists the key as "occupied" on his product card; and an additional key is assigned to the item.

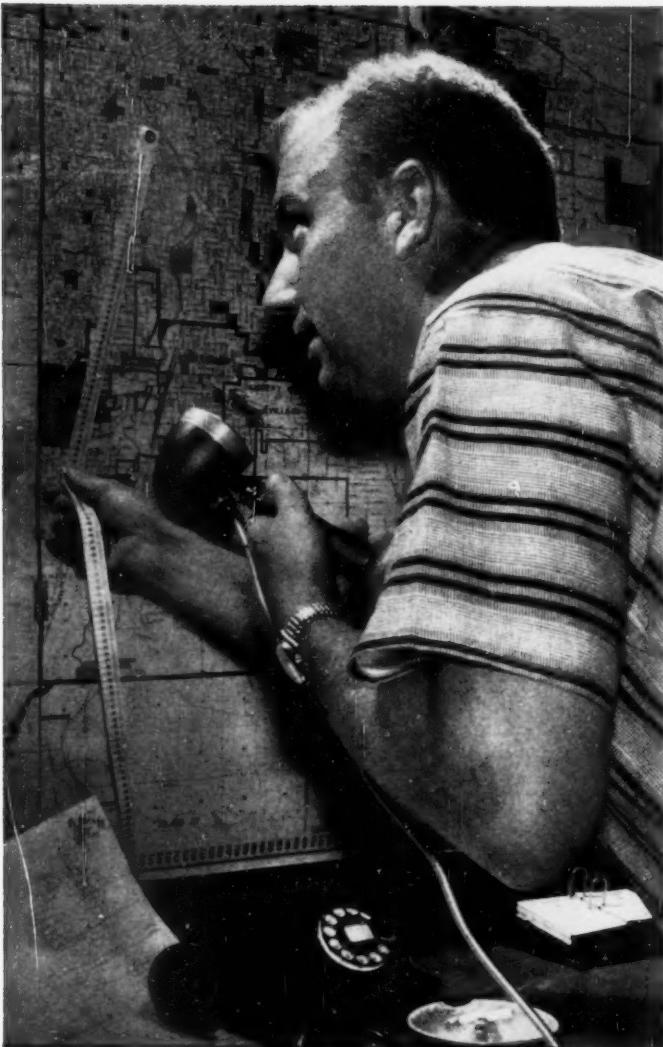
Its other achievements in the area of inventory control notwithstanding, it is in maintaining the accuracy of stock records that the radio-controlled system has registered its most outstanding gains. Mistakes in the placement of merchandise have been virtually eliminated at the plant. But when they do occur, thanks to the J&J procedure, they may be uncovered and corrected with dispatch.

After the dispatcher has been notified that a key has been filled, for example, he goes back over his records to see that the key he originally noted on his card is the same one just filled to capacity. If it's not, he's in a position to correct his records immediately—thus eliminating time-consuming, costly, future hunts for misplaced material.

Or, suppose that a lift truck operator is unable to find a given item at the key in which it belongs. Notified, the dispatcher—via the medium of industrial radio—can call immediately for a complete inventory covering any commodity. Flipping through his item cards and in direct communication with the lift truck operator, he can have every key assigned to the item in question checked.

A physical inventory may thus be conducted in a matter of minutes. Result: top-notch record-keeping accuracy.

Introduced at the J&J facility four years ago, the radio-controlled stock locator system has been improved steadily and is today functioning at a high level of efficiency. Providing an excellent means for conveying and noting data vital to effective inventory control, contributing to the maintenance of accurate location and quantity records, and a key to the Shipping Center's highly successful stock rotation program, the system is still another example attesting to J&J's know-how in the field of industrial distribution.



## ON THE DOUBLE!

Your freight moves just that way when you call your nearest Ringsby terminal... where fast coordination of city pick-up and delivery is the order of the day, every day. In this communications "nerve center", the radio dispatcher plots the entire metropolitan fleet's movement. When you phone for a pickup, or a delivery is on the way, he pinpoints the nearest truck—radios the driver—sends him straight to your dock. Things happen fast all down the line when you ship Ringsby Rocket... the fastest distance between two docks.

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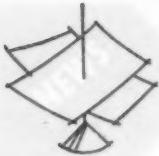
GENERAL OFFICES: 3201 Ringsby Court • Denver 5, Colorado

LINE OF THE ROCKETS

CHECK NO. 22 ON HELP-O-GRAM CARD

January, 1959





# NEWS you can use

## 1959: Advanced transportation procedures and new equipment to speed shipments, cut costs

Transport research and development is gaining momentum—and 1959 should witness a whole host of major improvements in transportation procedures, equipment, and concepts. Here's what to watch out for during the upcoming year.

**Motor freight.** Trailer interchanging, slashing handling costs and speeding motor freight shipments, will increase. So will refrigerated over-the-highway transportation; achievements of two-way radio pickups and deliveries; and use of tank trucks, thanks to the ability of truck lines to attain faster "turnarounds," as compared with the railroads.

Truck trailer manufacturers will continue to strive for lighter vehicles endowed with higher cubage. And pressure on various states to revamp their size and weight allowances will intensify.

Containerized transport will register new gains in the motor freight field and so will piggyback, as a direct result of Fruehauf Trailer-CEJAN's recently announced agreement.

**Air freight.** The newly-arrived Jet Age will certainly be the major aviation topic of discussion during '59. But for the air shipper, however, developments in prop air cargo will still be of far greater significance. Wide-spread ground modernization will continue and efforts to improve

on-the-ground air freight service will continue to hold the spotlight.

Air cargo's single bill of lading, interline coordination for more effective handling will probably boost the total amount of merchandise shipped via air—about one-half of one percent of all the ton-miles hauled this year.

**Maritime freight.** In the offing: The hauling of loaded truck trailers on ore vessels; continued development of container ships for Detroit-Cleveland-Buffalo and Hawaii-West Coast runs; and new techniques to cut handling costs on piers and other waterfront facilities.

In April, one of the most significant distribution events of the century—the formal opening of the St. Lawrence Seaway.

## hoist straddle cranes boost handling of concrete beams

Power-packed and gluttons for work, a pair of heavy-duty hoist straddle cranes have streamlined materials handling at the American Marietta Company's Concrete Products Division in Hodgkins, Illinois. Lifting 100 foot long, 50 ton prestressed concrete beams out of their forms, the units transport the mammoth construction components to the yarding area for curing. After curing, the beams are lifted and loaded onto special over-the-road trailers—all with the greatest of ease.

Still another key assignment of the mh devices: Performing fork lift truck or mobile crane functions in unloading steel, cable, and other materials from motor vehicles.

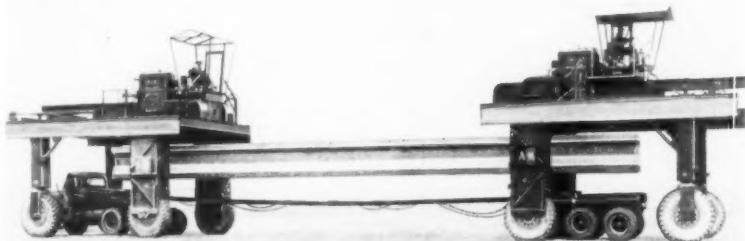
Mh operations at American Marietta's Concrete Products Division lean heavily on these power packed hoist straddle cranes.

## freight allowances utilized as company sales incentives

Freight allowances are being used as sales incentives at the McKinney Manufacturing Company in Pittsburgh. These allowances are based on minimum consignments of 200 pounds.

Every time an "underweight order" is received by the firm, a cartoon—reminding the customer that he could have saved money by ordering in larger quantities—is attached to the consignee's invoice. "We're unhappy because this order was not heavy enough to earn for you customary freight allowances," reads the caption beneath the cartoon. "Remember! Freight allowances are based on minimum shipments of 200 pounds. Won't you please take this into consideration when you place your next order?"

According to company officials, since the debut of the reminder a significant increase in weight on many orders has occurred. Smaller orders, on the other hand, have declined. And so have handling costs at the Pittsburgh facility, since it takes just about as long to pick, pack, and ship a larger order as it does an underweight one.



## **rockwell report applauds traffic dept. newsletter**

Remember the article on distribution at the Rockwell Manufacturing Company which appeared in the July, 1958 issue of *Shipping Management-National Hi-Way Shipper?* One of the facets of the concern's top-notch traffic program arousing the greatest interest among our readers was the newsletter issued by the company's traffic department.

In a recent (week of November 15th, '58) *Rockwell Report*—a column written by President W. F. Rockwell, Jr. and appearing regularly in a number of leading business publications—the importance of the newsletter to distribution at the mammoth company was underscored once again.

Declared Mr. Rockwell: "In most companies, perhaps, more management attention is given to ways of eliminating waste in making and selling a product than to eliminating waste in delivering that product. Maybe that is one reason why transportation costs are an almost universal problem in industry. At the same time they present an excellent opportunity to effect worthwhile savings through alert supervision and ingenuity.

"This is especially true in a multi-plant company when shipments are made by many individuals working under a variety of conditions.

"One tool which we have found helpful in cutting transportation costs—and at the same time standardizing company traffic procedures—is a simple, inexpensive form of communication which we call a *Traffic News Letter*."

Pointing out that the Rockwell publication is issued bi-monthly for the general managers and traffic men at all company plants, as well as for headquarters staff personnel, the chief executive continued: "It is brief, usually two pages, and edited to adhere strictly to its function—to keep traffic people informed of latest transportation developments as they affect us, and to present such other information as will help us get the most transportation for the least money.

"For instance, one issue pointed out that certain carriers had eliminated pier delivery charges at the Port of New York. Another item mentioned that if bills of lading indicated the weights of skids, pallets, or platforms separately, the freight forwarder would not assess transportation on them.

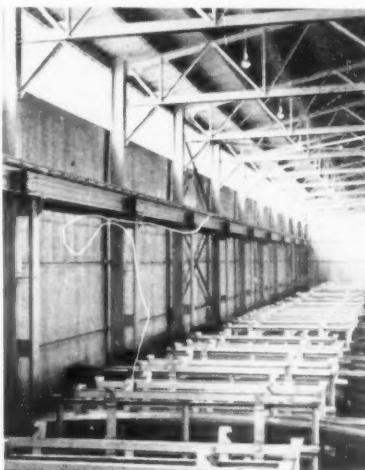
"The *Traffic News Letter* also

serves to remind our people of transportation facts so well known that they are apt to be overlooked or forgotten.

"Individual shipment savings as a result of this type of information are, of course, small," President Rockwell concluded. "But multiplied by thousands of shipments from many plants, the total becomes very worthwhile—many times the modest cost of the *Traffic News Letter* itself."

## **plastic panels shed more light on storage operations**

Fiberglass reinforced plastic panels, controlling the amount of heat and light entering storage areas, are facilitating warehousing operations at John Deere & Company's planter works steel shed in Moline, Illinois.



Running the entire length of both sides of the mammoth distribution facility, the sturdy, weather-resistant corrugated panels effectively sidelight the warehouse and mesh perfectly with its corrugated metal walls.

## **doubled storage possible through new procedure**

An advanced warehousing procedure, unveiled at the Borg-Warner Corporation's PESCO Products Division, is potentially capable of doubling the effective static volume accommodated by any warehouse. Its

basis: Fully or semi-automatic palletized storage of goods.

The system employs a modular or building block construction and relies extensively on a racking arrangement made up of a series of sloped rails supported by uprights.

Two loaders, one at each end of the racks, are designed to handle a total load of 8,000 pounds each. Powered by separate electric motor drives for vertical and lateral motion, the loaders move on way-type tracks paralleling the rack face. Positioning is achieved hydraulically.

The pallets utilized by the system, meanwhile, are mounted in unique pallet carriers which are on small wheeled platforms. Tubular in shape, the wheels are flanged at the outer end for effective rail engagement. Carrier side rails, on the other hand, are U-shaped channel sections.

Push-button operations have been raised to an extremely high level of efficiency under the advanced warehousing concept. Borg-Warner reports that a typical installation equipped with one loader and one unloader operates on a two-minute cycle for either loading or unloading. Capacity is rated at around 30 pallets inbound and outbound per hour.

A typical operation under the system proceeds as follows: The operator selects the row number and cell height he wants. The palletized load is then elevated automatically by the loader unit, which, in turn, moves toward the designated cell.

As the loader advances, it picks the right row by means of a photoelectric cell counting system.

With the loader positioned at the proper cell height, hydraulic cylinders raise the load table to clear the elevator, the table moves forward to load the pallet on the cell rails, then retracts to its neutral position, and the loader and elevator then drop to their starting position, ready to store the next load.

## **TRAFFIC CALENDAR JANUARY, '59**

6-7--Middlewest Shipper-Motor Carrier Conference, Kansas City.

14-15--Central Area Shipper-Motor Carrier Conference, Detroit.

25-28--Truck Trailer Manufacturers Association, Hollywood, Fla.

INTIMATE

# n o t e s

## ...OF EMINENT PEOPLE

BY CURTIS C. STEWART

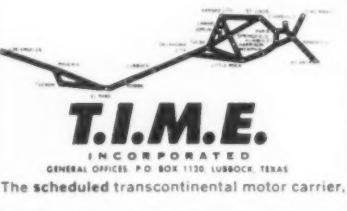
The 25th annual convention of the AMERICAN TRUCKING INDUSTRY is now history . . . It is now our ambition more than ever to produce the best publication for the motor carrier and shipping executive. Then too we look forward to the industry's 26th annual convention, come October '59 Los Angeles . . . Don't look now but—that man of dignity, what happened ? ? ? The A.T.A. delegates chose wisely and well for their leader in '59, COOPER (J. ROBERT) who needs no introduction here nor there in this industry . . . PATTERSON (DALE) joins

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Now that Kansas City has become one of TIME's direct service points, shippers from the Industrial South to the Pacific Coast can realize all the benefits of shipping to big K. C. on schedule!

From now on, when you ship K.C., specify TIME!



sales staff ALL STATES FREIGHT hdq. Mansfield . . . FOWLER (A. A.) picks up chairmanship regular route COMMON CARRIER while COMER (E. G.) reelected to presidency TENNESSEE MOTOR TRUCK ASSOCIATION . . . A note of interest to the carriers and shippers of the Southeast . . . The SOUTHERN-SHIPPERS AND MOTOR CARRIER COUNSEL has been formed with headquarters in Atlanta . . . DENK (C. L.) General Traffic Manager FULTON BAG AND COTTON MILLS picks up presidency of new organization . . . GALASPIE (L. E.) REYNOLDS METALS Traffic Executive picks up presyship ASSOCIATED TRAFFIC CLUBS OF AMERICA . . . DAVIDSON (WILLIAM T.) elevated to Director of Transportation NATIONAL GYPSUM CO. hdq. Buffalo . . . HOOVER MOTOR EXPRESS hdq. Nashville slips 130 new White tractors into their ever growing fleet . . . HALLETT (G. ROBERT JR.) appointed Traffic Counsel AMERICAN HOME LIGHTING INSTITUTE hdq. Chicago . . . TATE (SAM G.) appointed Vice President Director of Sales BAGGETT TRANSPORTATION CO. hdq. Birmingham . . . FITZGERALD (ROBERT J.) named General Sales and Traffic Manager MIDDLE ATLANTIC TRANSPORTATION CO. hdq. New Britain . . . SELL (HENRY M.) elected president ILLINOIS INTRA-STATE MOTOR BUREAU . . . OTT (WILLIAM H.) General Traffic Manager KRAFT FOODS becomes president NATIONAL INDUSTRIAL TRAFFIC LEAGUE . . . OPPENHEIMER (ROBERT) assumes duties Assistant Vice President NORTH AMERICA CAR CORP. hdq. Chicago . . . HUBER (LOUIS J.) elected Chairman, Board of Directors HUBER AND HUBER hdq. Louisville . . . BENINGTON (ROSS W.) appointed Director of Traffic U. S. RUBBER CO.

hdq. New York . . . STEWART (JACK L.) elevated to Vice Presidency and General Manager LIBERTY HIGHWAY CO. hdq. Columbus . . . WAGNER (C. H.) appointed General Traffic Manager SHELL OIL CO. hdq. New York . . . McCORMAC (WILLIAM E.) joins sales staff RINGSBY TRUCK LINES hdq. Casper . . . STEELE (JOHN L.) SUPER SERVICE sales exec. He is a student of GERONTOLOGY . . . LACKEY (E.G.) 'RED' PILOT FREIGHT CARRIER exec moved out of that air conditioned 'dog house' with that mink stole . . . HILAND (H.H.) INTERSTATE DISPATCH Board Chairman, saunters passed his 88th milestone with a glance at his Ft. Lauderdale neighbor, ARNOLD, PERCY, who is a mere 81 . . . CORNISH (CABELL) He is T.S.C. Veep and General Manager, a look-alike for Daddy Warbucks and now a proud grandfather . . . GORDON (M. M.) 'JACK' GORDON TRANSPORT exec was a successful deep-sea fisherman following those A.T.A. sessions . . . MARTIN (RAYMOND E.) appointed District Manager RINGSBY TRUCK LINES hdq. Chicago . . . HOLTZER (JAMES W.) elected president DELTA NU ALPHA TRANSPORTATION FRATERNITY . . . MURPHY (JOHN A.) GATEWAY executive becomes president MIDDLEWEST MOTOR FREIGHT BUREAU hdq. Kansas City . . . HATLEY (ROBERT) appointed Traffic Manager NATIONAL TEA CO. hdq. Minneapolis . . . FEDER (ROBERT) appointed General Sales Manager BE-MAC TRANSPORTATION CO. hdq. St. Louis . . . BREAUT (CHARLES A.) joins sales staff ELLIS TRUCKING hdq. Detroit . . . RENO (GLENN H.) appointed General Traffic Manager AMERICAN EXCELSIOR CORP. hdq. Chicago.

## New Products

(Continued from page 16)

### planning kits

Three kits for "do-it-yourself" preparation of plant layouts, organization or statistical charts are offered by the Labelon Tape Company, Incorporated.



The kits contain different types of tape, plan grids and other charting materials. Each kit is available with transparent materials for diazo reproduction processes, or with opaque materials for photo-copying processes.

(check 78 on Help-O-Gram card)

### power doors

High volume movement of truck traffic, leading to a decline in shipping area heat or air conditioning, your problem? The Jamison Cold Storage Door Company believes it has the solution in a new line of power-operated, horizontal sliding doors.

Built to provide a fool-proof seal not only at the closing edges, but at the top and bottom as well, the doors have been specially designed to open and close quickly and securely with the least possible transfer of heat and with minimum wear on gaskets. Outstanding features include compression seals on all sides, remote control switches, safety edges, lightweight insulation, emergency release padlocking, and "level-ride" opening and closing.

(check 79 on Help-O-Gram card)

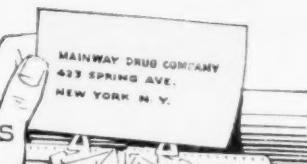
### product clearing house

Want additional information on the radio installation described on page 19? Check #80 on Help-O-Gram Card.

Further data regarding the fiberglass cab discussed on page 41 may be obtained by checking #81 on Help-O-Gram Card.

Just type a stencil...

and "touch" your cartons



## Fastest, easiest way to address your multiple carton shipments

Weber "Touch-Stenciling" replaces labels and stencils boards. It's fast, neat and systematic

Want a quick, easy way to address shipping cartons? Then try this new Weber "Touch-Stenciling" system—means no more stencilboards, rubber stamps or label typing.

Shipping cartons, pre-printed with "Ship-To" label frames, are addressed by simply printing the customer's name and address within the frames with a Web-O-Print hand duplicator. It prints from a stencil that you can type or handwrite. Just a "touch" on the carton leaves a clear, sharp, permanent print.

With a smooth, one-hand motion 40 to 50 cartons can be addressed in a minute. After the shipment is addressed the stencil is thrown away, saving filing time and space.

Weber stencils can be prepared as part of your order-invoice writing procedure to save time and eliminate shipping errors. They can be cut as a by-product of forms typing on manual or electric typewriters, automatic accounting machines and other modern office equipment.

### FREE BOOKLET TELLS SAVINGS STORY!

Write today for new booklet—How to Save Time and Money with "Assembly Line" Shipment Addressing.



**Weber**  
**MARKING SYSTEMS**

Weber Marking Systems  
Div. of Weber  
Addressing Machine Co., Inc.  
Weber Industrial Park  
Mount Prospect, Illinois

Sales and Service in all principal cities.

CHECK NO. 37 ON HELP-O-GRAM CARD

### WEBER MARKING SYSTEMS

Div. of Weber Addressing Machine Co., Inc.  
Weber Industrial Park, Mount Prospect, Illinois

Send me your bulletin on "Assembly Line" methods.

Company \_\_\_\_\_

Individual \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# LETTERS to the editor

How will the opening of the St. Lawrence Seaway affect the Canadian distribution executive? Will its impact be as great on the Dominion's established traffic and transportation patterns as it is expected to be on ours?

One Canadian in a position to know is A. F. Downey, Traffic and Export Manager, The Glidden Company Limited, Toronto, and president of the Canadian Industrial Traffic League. Here is his analysis of the situation, written expressly for *Shipping Management-National Hi-Way Shipper*.

An avalanche of words has already been written about this great new artery of transportation and source of water power which we know as the St. Lawrence Seaway. Much of this writing has been in glowing terms of promise for the future, and with good cause, for the removal of the 114-mile bottleneck between Montreal and Lake Ontario will fulfill the dream of the century.

So far as the Canadian shipper is concerned, the building of a deep waterway to the sea opens up new possibilities of trade on which the sea-conscious Canadian should be quick to capitalize.

From earliest times the water route has been recognized as the best medium of moving goods from one place to another. Each mode of transportation has its place in our industrial life. But the great advantage water transport has over all others is its cheapness. Water has played a major part in the building of the world's great cities. Is it any wonder then that every town with its foot in the water of our Great Lakes is deadly serious about realizing the waterway to the sea?

The industrial traffic manager at an inland port may be expected to know of the traffic pattern or direct water shipment already established on our present restricted waterway. No doubt he has already explored the effect the Seaway will have on the movement of his company's products in the future.

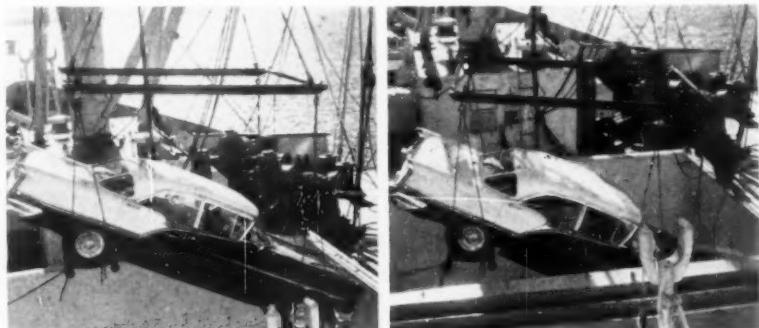
But what of the traffic manager at the inland city not located on water but close to a water port? Is he awake to the advantages of shipping via water? Has he alerted his sales to the advantage of dealing with

foreign buyers and sellers via the direct water route?

One of the most interesting questions being asked today is whether the Seaway will bring about a marked change in the movement of our overseas traffic. It seems certain that we can expect a huge spurt in the direct shipment by water and that this can be expected to stimulate industrial development in our Great Lakes region. Our exporters can expect a cheaper transportation to help them compete in world markets, and our importers can expect cheaper freight direct by sea to Great Lakes ports.

Certainly, this changing pattern will bring benefits to our inland cities blessed by the presence of the Great Lakes. The forward looking industrial traffic executive would do well to investigate and determine how he can share in these benefits.

Typical of improvements in cargo-handling techniques on the St. Lawrence Seaway is the fast, safe, and economical procedure by which the auto below is being loaded for shipment from the Great Lakes to a European destination.



## air cargo-motor freight teamwork speeds top-priority equipment consignment

A high-speed coordinated air-truck operation recently saved the day at the Durkee-Atwood Company of Minneapolis, when the chemical and rubber goods manufacturer suddenly found itself with an inoperative electrical converter.

Faced with the prospect of a two-week-plus shutdown — which would have cost the company up to \$300,000 in lost production—D-A officials immediately decided to fly a new converter to Minneapolis. Buying the unit it wanted in Norwalk, Connecticut,

## St. Lawrence Seaway

Editor:

. . . Some two months ago I had the opportunity of seeing at first hand much of the progress made on the St. Lawrence Seaway. As a result of what I saw, the articles in this publication take on a special interest . . .

Howard Freas  
Chairman, I. C. C.

Editor:

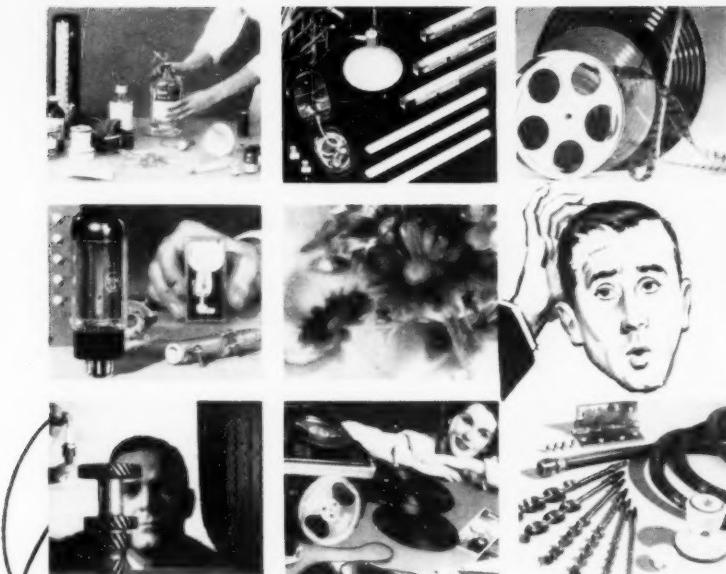
Thank you for your thoughtfulness in sending me a copy of your special St. Lawrence Seaway issue.

The articles are most informative and, I am sure, will prove quite helpful to your subscribers.

Louis S. Rothschild  
Under Secretary of Commerce—Transportation

the concern had the device moved via motor freight to New York and loaded aboard an outbound cargoplane. Five hours later, is arrived in Minneapolis.

The highly developed air shipping efficiency of the carriers involved in the transport of the converter, consequently, enabled Durkee-Atwood to resume operations with no serious interruption of its production schedules — underscoring once more the advantages inherent in shipping via sky cargo when maximum speed is of paramount importance.



*If they're  
out of the way  
—and need it  
right away...*

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PACKAGE EXPRESS

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What's more, Greyhound Package Express offers this service seven days a week...twenty-four hours a day...even on week-ends and holidays! Packages get the same care and consideration as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

So remember, if your product can be put in a package, send it Greyhound Package Express.

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# What can b

TOPOGRAPHY-DESIGNER TO \$600 MORLEY AGENCY 110 NASSAU	
<b>TRAFF ASST MGR, \$5200</b>	
TMI Adv traffic grad, Vet hvy exp motor routing rates. Westchester mfr has big plans for the right man.	
BAXTER & RICHARDS Agy 135 W 42	
<b>TRAFFIC FORM SUPERV, \$6500</b>	
Le C.R. carrier needs extra man able route on challenging time shift HQDTRS FOR TRAF PRSLN	
FANNING PERSONNEL Agy 180 Bayway	
<b>TRAFFIC MEN</b>	
Be sure to see today's agcy ads! JUDGES FOR TRAF PRSLN	
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LaSalle Inst 110 NASSAU STATION Expd. supervising unskilled workers. Janfield Agy 18 E 41 Int Mon-Thurs	
TRAFFIC Clk, It export exp. min. decl & B.I., typng 9-5, dictn \$65-\$70	
M-A-X-W-E-L-L-A. Agy 130 W 42	
<b>TRAFF TRNEE, TYPE, \$60</b>	
BAXTER & RICHARDS Agy 135 Bayway	
<b>TRAFF ASST TO TM, \$65</b>	
BAXTER & RICHARDS Agy 135 Bayway	
<b>TRAFFIC, SEE AGCY AD</b>	
BAXTER & RICHARDS Agy 135 Bayway	
<b>TRAFF CLAIMS ASST, \$75</b>	
PR & motor exp. OS D large co. Leonard Printl Agy 59 Church St.	
<b>TRAFFIC CLKS, TO \$5,200</b>	
Castle Hill Agy 12 E 41 St. Rm 805	
<b>TRAFFIC Rate/billing clk, Typc. Kn</b>	
Eastern Centrl motor. NJ Gd apty to \$3900	
BAYLES Agy 140 W 42 St	
<b>TRAFFIC dispatchers (3) to \$150</b>	
(1) days, AM & PM, 10-12 hrs. Prestige Agy 130 W 42 & 135 W 43	
Traff admin ass't "Blue Chip" to \$1000 legal or ICC pay + 2 yrs instl rate exp Robert King Agy. 10 E 44	
<b>TRAFF rate clk (5) "motor" to \$110</b>	
(1) MTA (1) N.E. (1) St. John (2) East Central PRESTIGE AGCY 130 W 42d	
<b>TRAFFIC TRNEE, \$125 TYPG SEC.</b>	
PROGRESSIVE CO. Agy 13 E 40TH RM 101	
<b>TRAFFIC MEN</b>	
Please see our Agency Listings	
DPAK AGENCY 180 Bayway rm 603	
TRAFFIC goes by type, car, trailers, pre-pak, document, B.L. etc. Familiar LCL truck rail air BE 3-8870	
<b>TRAFF OS &amp; D clks to \$1600</b>	
Lake Agy 191 Bayway	
TRAFF motor rate clks, to \$8700	
LAKE AGY 191 Bayway	
<b>TRAFF BILLER, MAY, 10 \$754</b>	
FULL OR PART TIME, NY OR NJ	
Lake Agy 191 Bayway	
<b>TRAFF CITY DISPATCHER, \$8500</b>	
Lake Agy 191 Bayway	
<b>TRAFF INDL. TRNEES, TO \$3900</b>	
Lake Agy 191 Bayway	
TRAFF rate clk, top 1000 cu. ft. \$750	
CAGEN Agy 509 1st Ave 142d	
TRAFFIC, hvy trucking operators, indl co. to \$8400. Hanley Agy 50 Church	
TRAFFIC Billers, afft/nites, \$73/100 Bsns ok Prestige Agy 130 W 42d	
TRAFF platform foremen to \$7500 O.D. instl rate exp. 198-198-198-198	
TRAFFIC, 2 yrs rate clk \$4100 Personnel Specialists Agy 17 E 45 St	
TRAFFIC Rate clk, min. mfr. \$350-\$300 TANNEN AGCY. 50 E 42 Rm 311	
<b>TRAFFIC men, see our agency ad REGAL AGCY 180 Bayway</b>	
TRAFF dispatcher to \$7500	
O.P. Agy 180 Bayway 198 Bayway	
<b>TRAFFIC clk trnee, sec. exp. \$600</b>	
5d. STERLING Agy 231 W 42	
<b>TRANSITOR ENGINEER</b>	
Electronics exec startin' new co. 1000 hrs exp	

● Wanted! Alert, highly trained, professional distribution personnel, capable of handling the widening array of tasks currently being assigned to traffic departments everywhere.

With mounting emphasis being placed on effective, dollar-wise distribution in recent years, development of an adequate reservoir of skilled traffic employees is one of industry's most pressing problems today. Striving to provide the professionals needed, traffic and transport organizations and schools all over the nation are stepping up their activities and turning out a growing number of graduates qualified to cope with industry's increasingly complex traffic operations.

● Awake to the mounting need for technical traffic and transportation courses, more and more universities and colleges are now offering formal courses in both areas. Among the institutions offering complete traffic-transportation programs are Purdue University, the University of California, the University of Georgia, Boston University, and the University of Texas.

● LaSalle Extension University provides a *Problem Method of Traffic and Transportation Training* which has been extremely successful. Down-to-earth in its concept and geared to provide realistic traffic data to meet realistic traffic situations, LaSalle's educational program is based on tests, problem sheets, and practice material validated by 175 of the nation's leading traffic executives.

● Typical of the educational efforts of traffic clubs and organizations from coast-to-coast, groups in San Diego, Phoenix, St. Louis, and San Antonio are utilizing

local public schools to present thorough traffic-transportation educational programs to night-school students.

Basically, what are these traffic employees in training learning? How are they being prepared for careers in distribution? And what may distribution executives expect of newly hired traffic personnel?

## traffic needs today

Reports Dr. Frank Asher, president of the TMI School of Transportation—one of the nation's outstanding traffic education institutions: "The professional qualification of administrative personnel in all segments of the transportation industry runs the entire corporate gamut, from billing clerk to vice president of traffic, from expeditor to director of distribution.

"Regardless of the orbit within which he works, as a provider, user, or supervisor of transportation facilities, the individual in the transport industry must possess an unusual amount of technical skill combined with a clear understanding of the motivating forces underneath the surface of figures, regulations, and logistics."

Once upon a time, Dr. Asher points out, those who by coincidence—rather than choice—entered the transport field had to spend a long time as apprentices, picking up bits of technical knowledge from a superior who had once experienced the same time-consuming and haphazard method of learning his skills. For years, the only two alternatives open to the ambitious student were: 1) practice extended for many years

# be done to ease our professional traffic personnel shortage?

and, by necessity, stopping short at the surface of mechanics and methods, or 2) an academic study concerned primarily with history and the so-called "principles of transportation," both lacking in on-the-job value for the traffic employee.

"Today, fortunately," President Asher continues, "the young man or woman who is attracted by the strong fascination of the transportation industry finds a healthy variety of training facilities at his disposal."

Universities and colleges throughout the country are offering transport curricula. To be sure, many of their courses still emphasize the historical aspects of transportation and many treat the subject strictly in their general program of economics or business administration. But we do find a growing number of schools where transportation and traffic are being taught effectively and are serving to provide future traffic personnel with the ABCs of traffic management they will need when entering the field of distribution.

Take, for example, the manner in which traffic and transportation are taught at Dr. Asher's center. As he explains it, "Many years ago, foresighted and practical members of the industry recognized that technical skill and professional proficiency in traffic management can be taught in courses and classes, and not on the job alone.

"The school with which I am con-

nected was founded in 1919 as the first professional school in transportation. During the formative years of this type of training, the emphasis was greatly on a working knowledge of tariffs and their construction, rates, and regulatory methods and principles.

"However, during the last few years, a fundamental change in matter and methods has taken place here. At the TMI School of Transportation, an advisory board sets general educational policy. This board is

composed of leading and practicing traffic executives of various carriers; of industrial traffic managers; and educators. It works closely with the faculty, whose members are trained instructors—all experienced transportation specialists."

Consequently, the school executive reports, training is geared to the requirements and demands of the industry for useful personnel at all levels. Much of the study material of primarily historical interest has been replaced with subjects designed



Unwilling to sit back and wait for traffic men to realize their value, schools, colleges and universities now seek their attention with provocative advertisements, full curricula and home-study work plans.

to enable today's traffic employee to handle his job more efficiently. The mechanics of the field—rates, tariffs and procedures—are, to be sure, not being neglected. But basic foundations are being laid for a proper understanding of the underlying principles of traffic and transportation as well.

Modern forms of transportation, like piggy-back, fishy-back, and other recent developments, are being given special attention at progressive traffic and transportation schools. At the TMI School of Transportation, all printed lectures are individual assignments and at least one-third of them are revised and reprinted every year to keep pace with rapid advances within the industry.

### experience vital

Reports Dr. Asher: "In an industry so devoid of routine . . . and concerned with good individual judgment . . . experience remains the principal source of professional accomplishment. Even after successful completion of the best training . . . the traffic candidate is still a beginner."

The process of amalgamating knowledge with the facts of daily routine, skills with their application to given situations, an accumulation of facts and figures with their practical use at the right time and place—all this is left to the irreplaceable school of experience on the job.

"Nevertheless, the well-trained graduate will—if his personal qualifications are satisfactory—proceed at a faster speed to positions beyond the beginner's stage. He will be of almost immediate, if modest, value to his employer and not just another risky investment."

Interested in finding out more about traffic-transportation training at the nation's universities, colleges, and specialized schools? Want to suggest key traffic courses to your personnel or even take a "refresher" on your own? All of the following centers offer extensive courses of study in traffic, transportation, and related areas:

**Alabama:** Alabama Polytechnic Institute; University of Alabama. **Arizona:** University of Arizona, Phoenix Technical School. **Arkansas:** University of Arkansas. **California:** Armstrong College, San Francisco City College, College of the Pacific, Los Angeles State College of Applied Arts and Sciences, Loyola of Los Angeles; San Diego State College, University of California, University of San Francisco, University of Southern California, Evening Junior College-San Jose, Stockton College. **Colorado:** University of Colorado. **Connecticut:** Yale.

**Delaware:** University of Delaware. **District of Columbia:** American University, Georgetown University, Howard University, Southeastern University. **Florida:** University of Florida, University of Miami. **Georgia:** University of Georgia. **Idaho:** University of Idaho.

**Illinois:** College of Advanced Traffic, DePaul University, Freight Traffic Institute, Illinois Institute of Technology, LaSalle Extension University, Northwestern University. **Indiana:** University of Indiana, Purdue, Tri-State College. **Iowa:** Iowa State College. **Kansas:** University of Kansas. **Kentucky:** Bowling Green. **Louisiana:** Louisiana State University. **Maryland:** University of Baltimore, University of Maryland. **Maine:** Maine School of Traffic, University of Maine.

**Massachusetts:** Lowell Technological Institute; MIT, Traffic Manager Institute. **Michigan:** Michigan State University, Wayne University, Detroit Institute of Technology. **Minnesota:** University of Minnesota.

**Mississippi:** Mississippi State. **Missouri:** St. Louis University, University of Kansas City. **Montana:** Montana State University. **Nebraska:** University of Nebraska. **New Hampshire:** Dartmouth College. **New Jersey:** Fairleigh Dickinson College, Newark College of Engineering, Rutgers. **New Mexico:** University of New Mexico.

**New York:** Academy of Advanced Traffic, CCNY, Columbia University, NYU, Pace College, Polytechnic Institute of Brooklyn, Syracuse University, TMI School of Transportation, Rochester Institute of Technology. **North Carolina:** University of North Carolina. **North Dakota:** University of North Dakota. **Ohio:** John Carroll University, Kent State University, Ohio State University, U.S. Air Force Institute of Technology. **Oklahoma:** University of Oklahoma.

**Oregon:** University of Oregon. **Pennsylvania:** Carnegie Institute of Technology, University of Pennsylvania, New Castle Business College. **Rhode Island:** University of Rhode Island. **South Carolina:** University of South Carolina.

**South Dakota:** University of South Dakota. **Tennessee:** University of Tennessee. **Texas:** Texas State College, University of Houston, Texas College of Technology, University of Texas. **Utah:** University of Utah. **Vermont:** Norwich University. **Virginia:** University of Virginia. **Washington:** State College of Washington. **West Virginia:** University of West Virginia. **Wisconsin:** Marquette University, Wisconsin Institute of Technology, U.S. Armed Forces Institute, University of Wisconsin. **Wyoming:** University of Wyoming.

### corrosion-combatting packaging procedure boosts distribution, storage efficiency

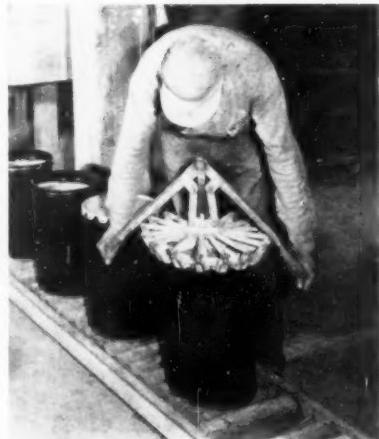
How to combat corrosion which was seriously affecting distribution and storage efficiency had the Robinson Clay Products Company completely baffled—until the Dover, Ohio, firm recently came up with a unique, corrosion-battling packaging procedure.

Manufacturing a high-temperature bonding mortar for refractory brick, Robinson's problem revolved around the fact that it could only produce its mortar in small batches—for use within three months—because the corrosive solution it formed ate into steel containers.

Looking for an answer to its puzzler, the firm first attempted to utilize a wide variety of interior lining materials and special paints in a determined effort to keep its bonding mortar "isolated" from its steel container. Result? Failure.

When it turned to a special plastic lining, however, Robinson finally came up with a winner. Formulated of finely-powdered vinyl resins and plasticizers, plastisol linings are sprayed on the interior surfaces of the containers they are designed to protect. When baked, the material forms a slick-surfaced film of uniform thickness and ruggedness.

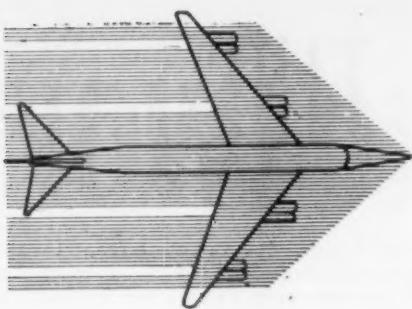
At Robinson, containers lined with plastisol now fully resist corrosive agents for up to 11 months. Conse-



Lug-type covers are fitted on plastisol-lined containers at The Robinson Clay Product Company's Dover, Ohio, plant. The lining keeps corrosive product separated from steel containers.

quently, the firm is currently able to produce its mortar bonding in substantially larger quantities and on a far more economical basis than previously.

The virtual elimination of container failure, moreover, means that the company can store its product longer, thus enormously simplifying storage and distribution by both the manufacturer and his customers.



# AIR CARGO NEWS

Here's important news for shippers using deferred air freight service. DAF has been given a clean bill of health by the Civil Aeronautics Board which ruled recently that regular air cargo has not been retarded in its development by deferred freight operations.

At the same time the CAB officially advanced the "earliest release time" for deferred cargo, once it has reached its destination, from 12:01 AM to 7 PM. The agency also reduced westbound minimum rates from 65 percent of "applicable minimum regular air freight rates—westbound," as originally authorized, to the eastbound level of 55 percent.

DAF is currently being offered by AAXICO, American, Flying Tiger, Riddle, and TWA between major cities all over the nation. Typical rates: New York to Los Angeles, 100 pound minimum, \$15.95; 2,000 pounds, \$14.20. Los Angeles to New York: \$13.50 and \$12.00.

Swissair and Greece's Olympic Airways are expected to sign a pooling agreement in the near future . . . Delta Air Lines has inaugurated all-cargo service linking New York and Houston. En route stops include Philadelphia, Charlotte, Atlanta, and New Orleans . . . Finnair has extended its Helsinki - Copenhagen - Cologne - Frankfort - Basel run to include Geneva.

Alaska Airlines and the Sourdough Express Company of Fairbanks, Alaska, have inked an agreement providing for faster pickup and delivery of all freight in the Fairbanks area routed via AA . . . Trans-Canada Airlines will launch regularly scheduled passenger-cargo flights between Montreal and Vienna later this month . . . Congratulations to Pan American which recently chalked up its 75,000 trans-Atlantic sky crossing . . . Riddle Air Lines has resumed scheduled all-cargo service between Philadelphia and cities in Florida.

Yours for the asking: TWA's "Entering the Jet Age With TWA" . . . Swissair's handy network cargo directory, furnishing information covering flights from New York to 41 overseas locations.

Up-to-the-minute, here are the minimum air cargo charges being maintained by the nation's major scheduled domestic carriers:

AAXICO.....	\$4.00
Bonanza.....	\$3.00
Capital.....	\$4.00
Delta.....	\$5.00
N'west.....	\$4.00
Eastern.....	\$4.00
National.....	\$4.00
N'east.....	\$4.00
Riddle.....	\$4.00

American.\$4.00 or the charge for 50 pounds, whichever is higher  
Braniff..\$4.00 or the charge for 50 pounds, whichever is higher  
Contin'l.\$4.00 or the charge for 50 pounds, whichever is higher  
F. Tiger.\$4.00 or the charge for 25 pounds, whichever is higher  
TWA.....\$4.00 or the charge for 50 pounds, whichever is higher  
United...\$4.00 or the charge for 50 pounds, whichever is higher.

Relying increasingly on air cargo, the American Optical Company of Southbridge, Massachusetts, has once again demonstrated how sky shipping can slash distribution costs. Since AOC began using sky cargo for its east-to-west shipments, the firm has all but by-passed west coast warehouses—reaping an annual saving estimated at close to \$250,000.

Atom-powered aircraft "within ten years!" That's the prediction of Eddie Rickenbacker, chairman of the board, Eastern Air Lines. Declared Mr. Rickenbacker: "A handful of atom-powered fuel would replace 100,000 gallons of gasoline or kerosene now used in piston or jet aircraft. Result: A far bigger payload."

Here's what "jet time" means to the air shipper. London is now 6-1/2 hours from New York; Paris, 7 hours; Los Angeles, 4-1/2 hours; Tokyo, 12 hours and 45 minutes; Sydney, 19 hours and 20 minutes. In short, the advent of the Jet has reduced the circumference of the globe by 50 percent.

# WING



# TIPS

Boeing and American Airlines have been "seriously discussing" an all-cargo version of the jet-powered 707. Shipping Management-National Hi-Way Shipper has learned that the plane under consideration would be capable of making three coast-to-coast hops per day, hauling 100,000 pounds of cargo on each trip. Costing close to \$5 million to build, the sky freighter would be equipped with a unique hinged tail, designed to swing out and permit "straight-in" loading.

The Emery Air Freight Corporation has inaugurated service to Japan. Delivery time from U.S. airports to Haneda in Tokyo? 72 hours . . . Northwest Orient Airlines is now operating daily flights between Seattle and Honolulu . . . Scheduled to enter commercial service in 1960, the all-cargo Vickers Vanguard's payload has been boosted to 14 tons.

You can ensure the speediest and safest possible delivery of your overseas air shipments by following the International Air Transport Association's Item Numbering and Description System for International Consignments. Key items include:

- 0000—Edible animal and vegetable products
- 1000—Live animals and inedible vegetable and animal products
- 2000—Textiles—Fibres and Manufactures
- 3000—Metals and Manufactures. (Not included are machines, vehicles, and electrical equipment which fall under the classification 4000.)
- 5000—Non-metallic minerals and manufactures
- 6000—Chemicals and related commodities
- 7000—Paper and wood manufactures
- 8000—Professional and scientific precision instruments and supplies
- 9000—Miscellaneous merchandise

Northwest Orient Airlines has begun service on its newly-acquired Chicago-Florida route. The airline is now operating 14 daily flights between the Windy City and Miami, 10 non-stop and four via Tampa, St. Petersburg, and Clearwater.

West Coast air shippers got a real break last month when the first direct single-carrier service between Los Angeles-San

Francisco and Tampa-St. Petersburg-Clearwater was launched by TWA. The carrier is also operating non-stop hops from St. Louis to Miami.

Expanding its North American schedule, Air France is currently operating three flights per week between Montreal and Chicago . . . IATA's new president is Seijiro Yanagita, president of Japan Air Lines. Mr. Yanagita will take office officially at IATA's 15th Annual General Meeting scheduled for Tokyo in October. Place and date of the world-wide organization's 16th session: Copenhagen, September, 1960.

Here's an air cargo innovation which may be of value to you! The National Broadcasting Company is at present packaging its TV newsfilm containers in red-mesh open bags, facilitating identification by airlines personnel and NBC messengers.



Before the network revamped its film packaging system, TV film was often delayed in transit because it couldn't be identified quickly enough and because time was lost in sorting out parcels on incoming planes.

Arriving daily at New York International Airport, from news centers all over Europe, the newsfilm may now be spotted post-haste, thanks to its bright, eye-catching cover. Result? Faster deliveries to NBC, faster presentation on the air.

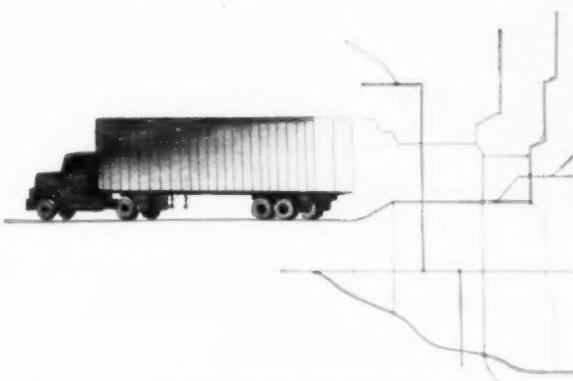
# NOW! Direct to Denver

**With the acquisition of  
Prucka Transportation,  
Interstate System offers  
fast, single-line service,  
Atlantic Seaboard to the  
Rocky Mountains.**

America's fastest growing motor freight system now offers fast, direct single-line service between key eastern, mid-western and Rocky Mountain markets with new comprehensive coverage in Nebraska and Colorado. We have the facilities and the equipment to render exceptional service on both truckload and LTL shipments. Our Chicago terminal, featuring timed, scheduled departures for points west every four hours, insures swift, dependable service to large and small cities on our western route.

**COAST-TO-COAST SERVICE!** Shippers using Interstate System can be guaranteed thru rates to or from West Coast points named in Rocky Mountain tariffs. Denver is the interchange point; our

64 Terminals in 26 States



West Coast carrier is Garrett Freightlines, Inc., serving 11 states west of the Continental Divide.

#### **DIRECT TRUCK SERVICE TO PUERTO RICO!**

New trailership service to and from Puerto Rico from any point on the Interstate System, with facilities to handle truckload, LTL, open top as well as traffic needing heat or refrigeration. For complete information, including rates and schedules, call your local Interstate representative. He's listed in the Yellow Pages.

**INTERSTATE  
MOTOR FREIGHT  
SYSTEM**

Grand Rapids  
Michigan

**MORE THAN A TRUCK LINE...A TRANSPORTATION SYSTEM**

INTERSTATE MOTOR FREIGHT SYSTEM  
GARRETT FREIGHTLINES, INC.

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January 1959

*... for more smiles of service  
call on*



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PHONE ALPINE 6-1144  
A. EWING GREENE, JR., PRESIDENT

CHECK NO. 28 ON HELP-O-GRAM CARD

new film answer to rugged  
export packaging posers

Export packaging problem? *Packing For Lower Landed Cost*, a new 12-minute motion picture analyzing export packing procedures in depth, may provide you with the answer you need.

Available from the Hyster Company on a free-loan basis, the fast-paced film shows how one of New York's largest export packaging firms boxes products—front small precision parts to mammoth powered equipment—for overseas consignment.

Depicted are the key steps employed by the concern in disassembling, processing, and packaging motor trucks at the staggering rate of two every nine minutes, as well as the complex communications, inspection, inventory, and quality control techniques employed to maintain and control such a high volume on a continuing basis. Also shown is the role played by modern materials handling components in speedy, effective export shipping.

Interested? For further information on how you may obtain the film, contact the Hyster Company, 1003 Myers Street, Danville, Illinois.

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Automatic  
**TACKERS**

36  
MODELS  
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STAPLE  
SIZES

Fast, dependable,  
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a pleasure on all  
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Be sure of getting  
the best . . .  
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For Labeling,  
Displays, Insulation, Decoration,  
Assembly Work . . . many others

WRITE today for free Hansen booklet.

**A. L. HANSEN MFG. CO.**

5027 Ravenswood Avenue • Chicago 40, Illinois

CHECK NO. 15 ON HELP-O-GRAM CARD

30

### WHO HAS BEEN WRECKING OUR REFRIGERATORS?

That was the question a leading manufacturer asked not long ago. But nobody had an answer.

The Shipper blamed the carrier, the carrier felt it was the shipper's fault—and there the matter stood.

Then someone had a bright idea. Why not use an IMPACT-O-GRAPH to get the facts?

So they did—concealing an IMPACT-O-GRAPH in the packaged product after it came off the assembly line.

It was discovered that the damage was caused by the labeling operation. The person doing the labeling would drop the container on its side rather than label in an upright position. This discovery cut damage claims by 20%.

The IMPACT-O-GRAPH is a three-way shock recorder that tells you when a package receives rough handling plus the extent and direction of the shock. With this data it's a simple matter to track down the cause of damage.

Hundreds of leading companies now use IMPACT-O-GRAPH. Write today and learn how it can help you reduce shipping damage. It's National Safe Transit approved.

**THE IMPACT-O-GRAPH CORPORATION**

1900 Euclid Ave. • Cleveland 15, Ohio

CHECK NO. 30 ON HELP-O-GRAM CARD

Shipping Management — National Hi-Way Shipper

**improved packaging flooring  
shipping costs, survey says**

Companies everywhere are slashing their distribution costs through the effective use of fibre cans and tubes. So says the Better Packaging Advisory Council. Its proof? The rousing results of a nationwide survey encompassing a representative group of 800 firms active in 18 different industrial and consumer markets.

Close to 75 percent of all firms queried, the study reveals, have achieved substantial economies in their distribution expenditures through the employment of more efficient packaging components and procedures. Reductions in actual container costs among fibre tube and can users participating in the poll averaged a whopping 16.1 percent. Shipping cost cuts achieved through better packaging, meanwhile, averaged 9.6 percent.

In addition, the survey underscores the enormous impact dollar-wise packaging can have on the profits and general financial welfare of the average concern. It points out that, by and large, manufacturers consider lowered costs a greater source of profits than any other facet of commercial operations—boosted sales included.

Why? Explains the BPAC. "If a company's net profit on sales amounts to 10 percent, a cost reduction of only 10 percent would be the real equivalent in profits to a 100 percent sales increase, since it would take that much in increased sales to bring about the same 10 percent profit."

Actually the savings reported by polled companies fell mainly into the 1 percent-10 percent classification. Here is the BPAC breakdown:

Savings	Firms reporting
1-10%	68.1%
11-25%	30.6%
26-50%	1.3%

Participants further reported that aside from visible packaging and shipping cost cuts, they had also received a variety of "fringe benefits" from their use of fibre tubes and cans. For example, because these packaging components afford effective protection to in transit merchandise, loss and damage has been cut. Handling expenditures likewise have been slashed through the use of this type of packaging by the 800 manufacturers queried.



## **RED STREAK** SEALING TAPES



Complete protection of box contents is most essential. RED STREAK Sealing Tapes offer you this complete protection—prevent dust, dirt or moisture penetration. Samples will prove our point. Send for yours today, no obligation.

Made by those gumming specialists

The Brown-Bridge Mills, Inc., Troy, Ohio

New York, 6 East 45th St. • Chicago, 608 S. Dearborn • Philadelphia, 315 Clwyd Road, Bala-Cynwyd, Pa. • St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

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INDEPENDENT TRUCKERS, INC.



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## McNAMARA'S BAND . . .



ALWAYS  
HAS A  
HIT!

Now it's

**Accelerated Service**  
for  
**Accelerated Business**

**McNAMARA TERMINALS**

BATTLE CREEK, MICH.	Woodward 4-7171
BENTON HARBOR, MICH.	Walnut 5-7641
CHICAGO, ILL.	Cliffsides 4-2222
DECATUR, ILL.	2-3697
DETROIT, MICH.	Tyler 8-9700
GRAND RAPIDS, MICH.	Cherry 5-1173
HOLLAND, MICH.	6-7520
KALAMAZOO, MICH.	Fireside 3-1371
KANKAKEE, ILL.	2-7935
MILWAUKEE, WISC.	Mitchell 5-0075
PEORIA, ILL.	7-7766
SOUTH BEND, IND.	Atlantic 7-2355
SPRINGFIELD, ILL.	7538
ST. LOUIS, MO.	Evergreen 5-2429
THREE RIVERS, MICH.	2-8183

**McNamara Motor Express**

Executive Offices: Kalamazoo, Mich.

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Marsh Stencils  
assure safer,  
faster shipping.

Write us for  
free booklet C-58.



# MARSH STENCILS

MARSH STENCIL MACHINE CO.  
75 Marsh Bldg. • Belleville, Illinois

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"JUST GOOD SERVICE in Colorado, Nebraska, Iowa and Illinois. Fast, experienced truck line. Check 1.

**BREAK BOTTLENECKS** in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator directly on carton or label. FREE brochure, check 2.

**DIRECT, DEPENDABLE, FAST.** Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Details, check 3.

**ADDRESS SHIPMENTS THREE TIMES FASTER** with this new method. You roll on the address like rolling a rubber stamp. Self-contained ink roller holds enough ink to stencil all day. Check 4 for info.

**MIDWEST TO KNOXVILLE**, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 5.

**CUT PARCEL MAILING COSTS** with a postage meter. No calculating how many stamps you need. No licking and sticking. One stamp, one motion. Check 6.

**EFFICIENT, FAST** motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 7.

**SAVE MONEY AND TIME** in labeling. Ungummed labels are economical, but glue pots are messy. Increase your efficiency with this handy machine that applies the right amount of glue to each label. Ten-day FREE trial. Check 8.

**FLEXIBLE ROUTING**, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 9 for details.

**TRUCK TERMINALS**, designed, erected, financed. Need help? This general contractor may have the answer. Check 10.

**COORDINATED SERVICE** in 20 Eastern, Southern states. One-carrier responsibility. Check 11.

**ACCELERATED BUSINESS** is promised by this motor carrier. Check 12.

**SPEED UP LABEL PASTING** more than 50% with this semi-automatic feed label paster. FREE literature, check 13.

**FAST SERVICE** on LTL shipments and second morning deliveries. Great Lakes to Gulf. Check 14 for info.

**AUTOMATIC TACKERS** end snags and costly tie-ups in the shipping room caused by clumsy label tacking methods. Use a one-hand tacker for better, faster, easier fastening. Check 15.

**NEW ARROWFLYTE SCHEDULE.** Have your LTL shipments speed-treated. Check 16 for more info.

**THREE TIMES FASTER**, three times stronger than other sealing methods. This gummed tape comes in three types for every need. Check 17.

**TERMINALS AND OFFICES** in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 18.

**SPEED AIR CARGO AND CLERICAL WORK** with this airline. Less forms to fill out, simpler documentation. And there's no cargo problem too tough to handle. Check 19.

**LET ONE DELIVERY, PICKUP DO THE JOB.** Connecting line service on shipments to all states. Want the facts? Check 20.

**TRAFFIC COURSE** at home compiled by 175 prominent traffic executives. For further details check 21.

**READY TO SOLVE** the toughest traffic problem is this motor carrier. Check 22 for details.

**CARTONS CAN'T TEAR** or open in transit if you use this reinforced gummed sealing tape. Check 23 for info.

**EIGHT TERMINALS**, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 24.

**99.5% CLAIM-FREE SHIPMENTS.** And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 25.

**GET YOUR AIR FREIGHT** to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" enroute. Check 26.

**DAILY, CONSISTENT, DEPENDABLE** motor freight service. Linking 20,000 business centers. Sound good? Check 27.

**"ON THE GO FOR MID-AMERICA"** is this trucker's promise. Check 28 for speed.

**SERVING THE DESERT AREA OF CALIFORNIA**, this carrier maintains fast, dependable schedules. Check 29.

**PROTECT YOUR GOODS** with a shock recorder. Check 30.

**SIXTY YEARS OF EXPERIENCE** in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 31 for details.

**TOUCH-STENCILING** eliminates stencil boards, rubber stamps and label typing. FREE booklet on this hand duplicator if you check 37.

**END YOUR SHIPPING WORRIES.** Fast deliveries; safe handling; full cooperation. Check 32 for details.

**CUT STENCILS WITH AIR POWER.** This new attachment features push-button, air-operation, takes the work out of stencil cutting. Fits any of this company's machines. Check 33.

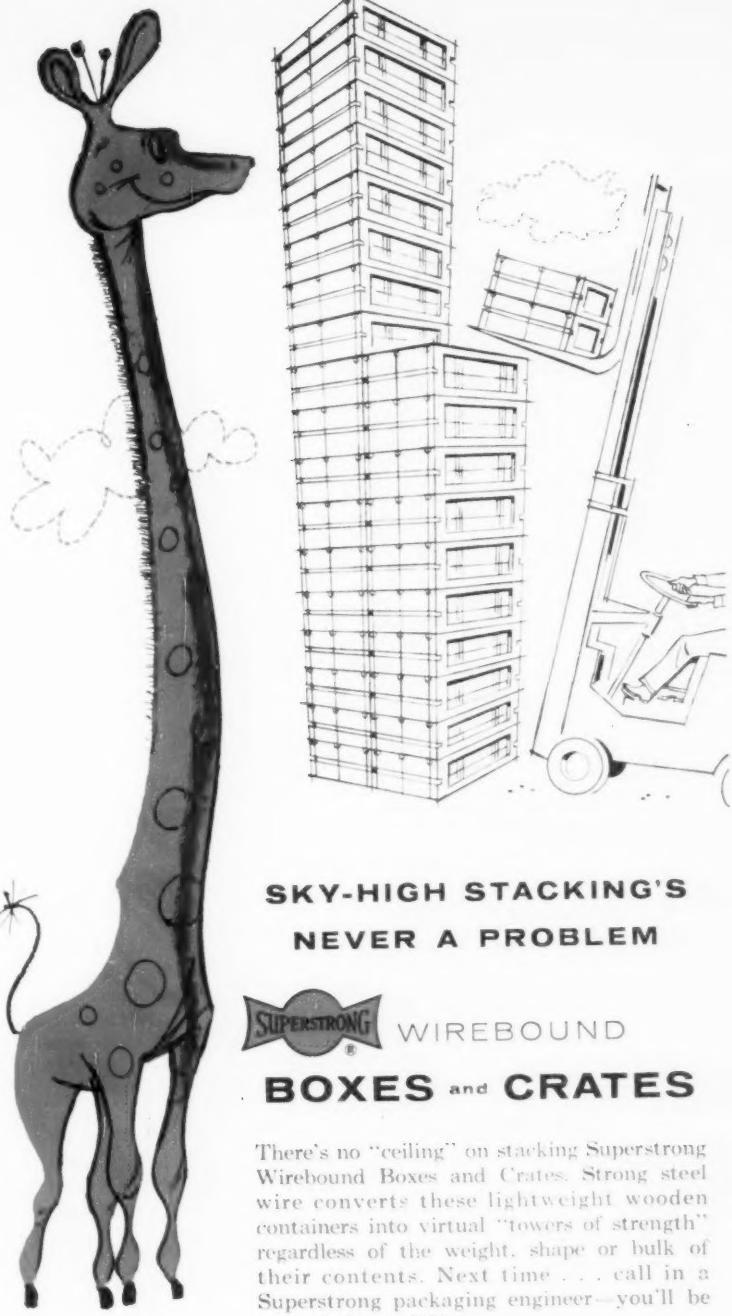
**FASTER, SAFER, MORE DEPENDABLE.** Get one-carrier direct trucking service coast to coast. One-carrier responsibility from pickup to delivery. Check 34 for details to help you.

**NO MORE INK PADS** when you use this stencil roller. Ink supply is in the handle. This high-speed stenciling means 50% faster addressing. Check 35.

**RELIABLE, SPEEDY** delivery service is the specialty of this motor carriers. For details, check 35.

**SAFER, FASTER SHIPPING** when you make stencils with this company's machine. FREE pamphlet is yours for checking 39.

**DAILY SERVICE** between Chicago and Eastern Seaboard cities. This freight forwarder offers prompt pickup and delivery, refrigerator service, protective service. Check 36.



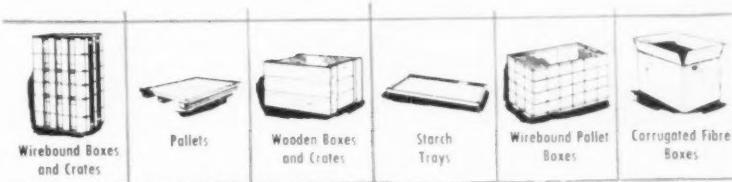
## SKY-HIGH STACKING'S NEVER A PROBLEM



**WIREBOUND**

**BOXES and CRATES**

There's no "ceiling" on stacking Superstrong Wirebound Boxes and Crates. Strong steel wire converts these lightweight wooden containers into virtual "towers of strength" regardless of the weight, shape or bulk of their contents. Next time . . . call in a Superstrong packaging engineer—you'll be very glad you did!



**WRITE** for complete information to Dept. 900

**RATHBORNE, HAIR & RIDGWAY BOX CO.**

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**For Dependable  
DIRECT SERVICE  
CALL HOOVER**

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MILAN ARSENAL  
JACKSON  
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**HOOVER**  
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TRAFFIC and  
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Today the man trained in TRAFFIC AND TRANSPORTATION is one of the most important and well paid individuals in business and industry. Thousands of firms need experts on rates, tariffs, regulations, etc.

We train you thoroly at home in spare time thru the famous LaSalle Problem Method under the personal guidance of expert traffic authorities.

Splendid opportunities developing rapidly in MOTOR TRUCK and other phases of the Traffic and Transportation field.

Get the facts. Mail coupon today for FREE 48-page book, "Traffic and Transportation—the Fast Growing Profession." Learn about the opportunities and how you can qualify as an expert in the TRAFFIC AND TRANSPORTATION field.

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*A Correspondence Institution*  
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## D. R. Dominie's

**LISTEN, MR.**

## TRAFFIC MANAGER

In any national distribution program, the correct assessment of freight rates poses a mammoth clerical problem. With our complex tariff systems and procedures, the ability of the person handling freight rates is a factor of vital importance. Consequently, great care must be exercised in hiring personnel to do the actual clerical work.

It is quite obvious, then, that simplification—based on the individual needs of the company—is a must in the administration of rating. In our concern, we have tried to simplify the figuring and assessments of rates to the point where almost any person can do the job with a minimum of training.

To begin with, the more highly trained members of our Traffic De-

partment prepare charts which indicate the rate scale numbers for the various tariff territories. These charts contain the rate scale number, the minimum charge and the respective rates for the particular commodities we ship. For easy reference, these charts are lettered alphabetically, though the letters bear no relation to the actual territory. The charts are made up for truck and freight forwarder shipments.

Now, knowing the right chart to refer to and the rate scale number, it becomes quite simple for the person assessing the freight charges for a particular shipment to make the simple mathematical computation necessary to find the correct freight rate. To do this, of course, the per-

(Continued on page 40)

TRANSPORTATION  
*Profile*

Constantly seeking better ways to serve the over-the-highway shipper, James A. Ryder, president of the Ryder System, has helped pioneer a whole host of cost-cutting, efficiency-building trucking improvements.

Under his guidance, the Ryder System currently maintains a highly effective Research and Development Department. Its prime duties: To improve motor freight shipping procedures, analyze freight containerization advances, keep up with the mounting use of closed circuit TV in transportation, and plan for greater equipment standardization.

Great Southern Trucking (a Ryder component) pioneered piggy-back in the southeast and last summer installed the industry's first medium range file computer in its accounting department. What's more, the Ryder System today operates separate truck leasing and motor freight divisions—the arrangement being unique in the motor freight field.

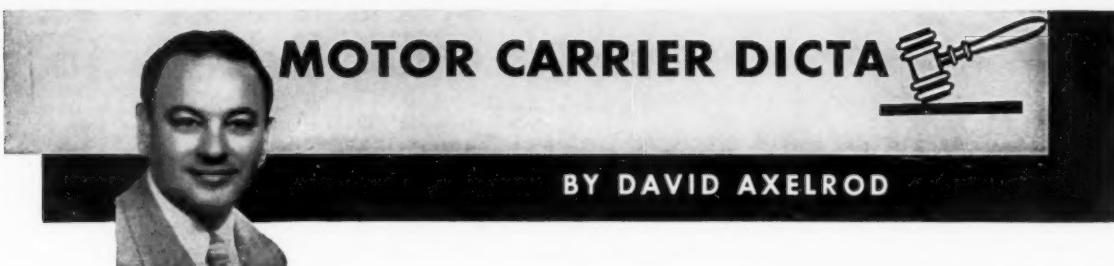
Entering the motor common carrier industry in 1952—following his notable success in truck rental activities—Mr. Ryder bought the Great



James A. Ryder

Southern Trucking Company of Jacksonville. Through subsequent mergers and acquisitions, Mr. Ryder's common carrier interests still hold the top slot in the south and the No. 11 spot in the nation.

In line with his progressive, alert approach to highway shipping, President Ryder's view of transportation as a whole envisions closer cooperation between all freight hauling components. As he explains it, "Trucks, rails, ships, planes, and pipelines are all vital to the nation's well-being. The closer all means of transportation work together and the better they coordinate their services, the better the public will be served."



## MOTOR CARRIER DICTA



BY DAVID AXELROD

### I.C.C. packing regulations

In a case involving a claim based on negligence, an employee of a carrier, while drawing acid from a drum, was injured when an allegedly defective bung dropped out of the tank, allowing acid to pour over his leg.

The particular incident involved an intrastate shipment of sulphuric acid which was made from the shipper to its receiver. The trial court excluded testimony concerning alleged violations of certain regulations of the Interstate Commerce Commission that related to packing, handling, and the like, of shipments of dangerous substances.

On appeal it was held that the trial court did not err because it was felt that the employee was not within the class of persons intended to be protected by the Interstate Commerce Commission regulations, because the purpose of such rules was for the protection and safety of carrier employees and of the public while shipments of a dangerous nature were in transit.

### rail rate justified by motor competition

In a case approving a proposed, reduced, trailer-on-flat car rail rate, Division 3 of the Commission stated that carriers are at liberty to reduce their rates in order to enable them to obtain traffic, so long as such reductions do not violate any of the provisions of the Act.

In finding that competitive necessity justified the establishment of a proposed rate, attention was called particularly to the recently-enacted Paragraph (3) to Section 15a of the Act, which provides that in determining whether a rate is lower than a reasonable minimum rate, the Commission shall consider the facts attending the movement of the traffic by the carriers to which the rate is applicable. Further, the rates of a carrier shall not be held up to a

particular level to protect the traffic of any other mode of transportation, giving due consideration to the objectives of the national transportation policy declared in the Act.

### equipment inspection

In connection with an extension proceeding, Division 1 recently had the opportunity to comment upon the proper method of interchanging equipment. It noted that equipment turned over to an authorized carrier by a connecting carrier should be in compliance with the Commission's safety regulations; and that, accordingly, the person making the inspection at the interline point should not in any material way be connected with, or owe allegiance to, the owner of the equipment.

ment, intended for use by a contractor, and has been held not to include materials going into a construction project such as pipes and pumps which become part of a pipe line.

Authority to haul agricultural commodities was held not to include the right to transport either canned goods or canned agricultural products.

Moreover, authority to haul preserved foodstuffs was held not to include the right to transport frozen bakery products, frozen dinners, or frozen soup. Reason: The word "preserved" may not properly be used to describe fresh foods which, without change from their natural state, have been chilled or frozen and which will deteriorate rapidly in the absence of strict temperature control.

### attack on I.C.C. orders

The Commission had found that certain rates charged on past shipments were unreasonable and the motor carrier involved brought a law suit to set aside and annul the findings and conclusion of the Commission.

The United States District Court, District of Maryland, held that the case should be heard by a regularly constituted court of one judge, rather than by a statutory three-judge court, because Commission orders relating merely to the payment of money, including reparation orders, are not likely to be of sufficient public importance to justify the use of the three-judge procedure.

A motor carrier—contending that a shipper had no right of action under the Interstate Commerce Act for past overcharges by a motor carrier—filed a petition for mandamus to dismiss a law suit brought by a traffic bureau to recover a sum of money collected by the carrier for the transportation of property in excess of lawful rates.

The court held that questions of jurisdiction, as well as questions going to the merits, cannot be reviewed on a petition for mandamus.



### secondary boycott damages

A court recently held that an employer (in this case a motor carrier) had a right to sue local unions for damages when their picketing of a customer caused the customer to cease doing business with it, although the suit was dismissed against individual union officials, a union joint council, and an international union.

### operating authorities

Authority to transport contractors' equipment and supplies was held to authorize the transportation only of those forms of equipment and supplies which were, at the time of move-

*Ship Best . . .*

• **MIDWEST**

FREIGHT FORWARDING COMPANY, INC.

VI RGINIA 7-3345

Daily Dependable Motor Transportation

Between Chicago and Eastern Seaboard Points

We also serve communities adjacent  
to the points shown



PROMPT PICKUP and DELIVERY

REFRIGERATOR SERVICE  
(Truckloads only)

PROTECTIVE SERVICE  
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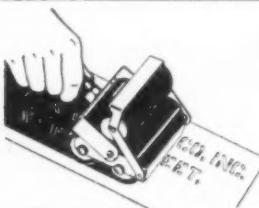
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PATENT PENDING

UNIVERSAL  
ROLL-A-STENCIL  
TRADE MARK

NOW YOU CAN HAVE THE PERFECT  
COMBINATION OF LARGE EASY TO  
READ STENCIL MARKING AND LIGHT-  
NING-FAST APPLICATION DIRECTLY  
TO SHIPPING CONTAINER!

DESIGNED for faster stenciling on corrugated  
cartons, smooth wood boxes and all other smooth  
porous surfaces.

• TWIN ROLLERS

smoothly roll on perfect  
impressions in  
one rapid stroke **3 TIMES FASTER** than  
brushing or spraying

• ADVANCED DESIGN

with self contained  
ink roller holds  
enough ink to stencil  
500 to 1000 impressions  
on one inking

• LIGHT-WEIGHT

Convenient to  
carry around.

• "ROLL-A-STENCIL"

INK now available in  
colors.



Shipping departments welcome this completely new  
and faster method. Order your set today on a money  
back guarantee. Set shown includes pint can of black  
ink and pouring spout

\$10.50 plus postage

THE **Ideal**  
TRADE  
MARK

- America's first and finest Fountain Stencil Brush
- Use for stenciling rough or uneven surfaces - crate wood, burlap, cloth, concrete, etc. and all general purpose stenciling.
- Sturdy, all brass machined parts.

THE ★ STAR MARKER ★  
TRADE MARK

An indispensable felt tip fountain marker for all purpose marking on any surface.

- Use for:
- ★ Marking Shipments
  - ★ Marking stock
  - ★ Printing notices
  - ★ marking on metal, glass, plastics, etc.

Write today for complete catalog and literature on these time tested products.

UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida

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36

## where to get help

### distribution booklet

Designed to help you survey your distribution setup is a thought-provoking booklet now available from the National Metal Edge Box Company, 12 & Calowhill Streets, Philadelphia.

Topics covered include storage; inventory control; box assembly; materials handling; packing; shipping, and warehousing. Special feature: An extensive checklist against which you may evaluate the efficiency of your distribution operations.

### two-way radio reference

Two-way radio—what it is, how it works, and the steps involved in using it most effectively—is spotlighted in a new publication announced recently by the Operations Council of the American Trucking Associations.

Covering such topics as licensing, safety precautions, and mobile operation, the 68-page guide features 38 key definitions of terms most commonly used today in literature dealing with two-way radio communication equipment.

Copies of the reference are available to OC members at \$2.00, to non-members at \$4.50. Address: 1424 16th Street North West, Washington D. C.

### packaging publications

An up-to-the-minute list of publications issued by the Packaging Institute is now available. The new roster contains data concerning the many types of publications issued by the Institute, including subject and alphabetical indexes of the more than 400 technical papers presented at the annual forums of the Institute since 1954. The organization's address: 352 Madison Avenue, New York City.

Shipping Management – National Hi-Way Shipper

# Mile by Mile

# WILSON

## TRUCK COMPANY



**8 TERMINALS  
250 TRACTORS  
280 SEMI-TRAILERS**

Established 1917

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HAYmarket 1-6613

CINCINNATI, OHIO  
21 Johns St.  
MAin 1-4344

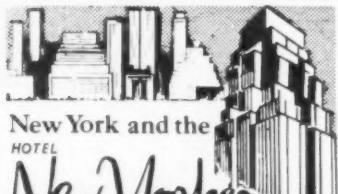
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## ... traffic news ...

Congratulations are in order for **M. G. Noon**, Great Southern Trucking Company director of sales and safety, recently named president of the Florida Council of Safety Supervisors . . . **J. E. Bellwoar**, elected to another term as president of the Eastern Industrial Traffic League, along with **A. F. R. Cooke**, 1st V-P; **H. Menaker**, 2nd V-P; **L. L. Pitt**, Treasurer; **W. W. Weller**, Chairman of the Board of Directors; and **M. Ryan**, Secretary.

Two new TMs at the National Supply Company, where **L. J. Prior** has been named to head the Machinery



L. J. Prior



W. T. Hoffman

Division's traffic section and **W. T. Hoffman** the Tubular Division's . . . Consolidated Freightways, Eastern Region, has announced the appointment of **R. D. Morse** as manager, Maintenance Division . . . Named proxy of Houston Freight Carriers Association is **John E. Scott**.

The Society of Industrial Packaging and Materials Handling Engineers (SIPMHE) has changed its name to the Society of Packaging and Handling Engineers (SPHE) . . . Hats off to the officers of the National Motor Freight Traffic Association.

A new slate of officers has been elected by the National Classification Committee, National Motor Freight Traffic Associations. Heading the list are **O. Fraley**, chosen as chairman; **J. R. Horne**, 1st vice chairman; **G. G. Heller**, 2nd vice chairman; and **F. G. Freund**, reelected secretary.

Newly appointed: **F. E. Devlin**, as western region operations manager for Pacific Intermountain Express . . . **W. S. Johnston** as manager, Cargo Marketing Analysis Section, American Air-

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lines Cargo Department . . . M. S. Hanna, as operations manager of the Ryder Tank Line . . . D. E. Clark, sales manager for Interstate Motor Freight's Detroit, Michigan, operation . . . R. Lecki, as sales rep for Pacific Intermountain Express.

New V-P of Fruehauf Trailer Finance Company is H. P. Paterno . . .



H. P. Paterno

T. N. Parolon named Yale Electric Truck Sales Manager . . . Michigan Industrial Traffic League officers for 1958-59 include W. C. Urlaub, president; J. B. Flook, V-P; J. E. Laedlein, Treasurer; B. A. Khukoski, Executive Secretary . . . Two appointments at Japan Air Lines. R. T. Holden just upped from Cargo Sales Manager to District Sales Manager of JAL's Chicago office.

The Denver Chicago Trucking Company has opened a new national sales office in New York City. The facility will provide a centralized location for the activities of the national accounts division, formerly headquartered in D-C's North Bergen, New Jersey, terminal. In charge: G. J. Hughes, sales manager, national accounts.

National Paperboard Association directors, newly elected: J. N. Andrews; A. R. Boren; G. Burrus; A. Calder, Jr.; J. B. Cowie; W. S. Goodspeed; D. Inthaut, Sr.; W. L. Jennings; J. R. Kennedy; C. H. Morian, Jr.; S. G. Olsson; L. H. Schoenhofen.

The Truck Trailer Manufacturers Association will meet at the Hollywood Beach Hotel, Hollywood, Florida, from January 25th to 29th . . . P-I-E has organized a new department, putting the emphasis on especially careful handling of freight. Heading the new program, A. C. Woods, director of claims prevention. Appointed claims supervisors: E. J. Brown for the Western Region and H. Condon for the Midwest.

January, 1959

# shipping?

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CHECK NO. 19 ON HELP-O-GRAM CARD

## Listen, Mr. T. M.

(Continued from page 34)

son must know the city to which the shipment is forwarded. In order to simplify the relationship between the city and state with the rate scale number, we have gone a step further and made use of an I.B.M. system of coding our orders.

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CHECK NO. 10 ON HELP-O-GRAM CARD

Our shipping orders are cut by an I.B.M. Cardotype machine. Therefore, when shipments go to a certain dealer or when an order is received from a certain dealer, this dealer's card is pulled out and put into the cardotype machine. On each dealer's card, the Traffic Department has established a code which appears directly below the dealer's address.

A typical example of this code would be:

5 245 6789P 26 A 1

If we look at this code, we can determine the information which the person rating the shipment can obtain. The first number, "5", indicates, in this instance, the postal zone number. The following number, "245", is the rate base number for truck shipment to that city. The next number, "6789P", indicates the rate base number for freight forwarders, while the "P" indicates that there are package rates to that city.

The number "26" is the railway express scale number to the city. The "A" indicates the rate chart that the person figuring rates should refer

to, and the "1" at the end of the code is a zone number which we figure and apply to certain cities.

For example, in our master routing chart, we may show Zone No. 1 and list the respective carriers which serve that zone, so that the routing clerk, when he receives the order, can route the shipment properly.

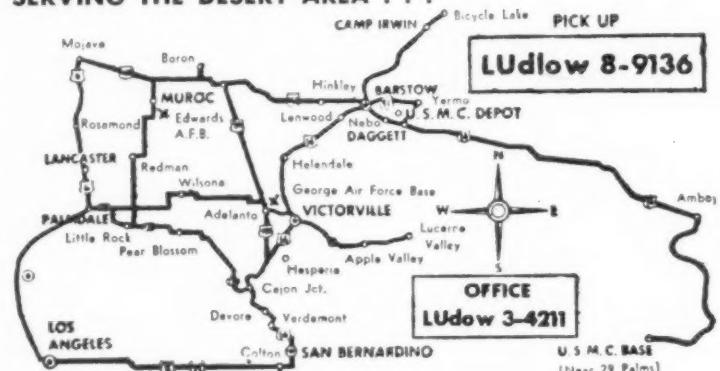
Now, let's carry this code through as the order is received in the Distribution Center. First, the order would go to the routing clerk who, seeing the zone number, would pick the carrier to handle this particular shipment. Again, this can give us quite a saving because we try to keep the number of carriers servicing our Distribution Center to a minimum.

Assuming that shipment has been made, the shipping order and a copy of the bill of lading are sent to a rate clerk. Rather than dealing with innumerable tariffs and tariff files, he simply looks at the code and, by noting that in this case rate chart A applies, he pulls out rate Chart A. His next step is to check the rate base number, which is 245, and, knowing what material has been shipped, run across the chart and assess the freight rate. If the shipment were by freight forwarder, he would check the rate base number and if it were low in weight, he would know that there were package rates which would apply and he would check the package rate scale.

Although it takes considerable effort by the more highly trained members of the Traffic Department to establish the code for each dealer, the time spent on it is worth the simplicity which results. We do not have to hire highly trained personnel to apply freight charges to shipments and it speeds up the assessment of freight charges to order.

Because the rate base numbers rarely change, the only adjustments which have to be made on the charts occur when there are rate increases.

### SERVING THE DESERT AREA . . .



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# How new fiberglass cab boosts highway payloads

An ultra-modern fiberglass cab, capable of hauling heavier payloads over a higher annual mileage with unparalleled speed and dependability, is pointing the way to a new era in efficient, economical motor freight service.

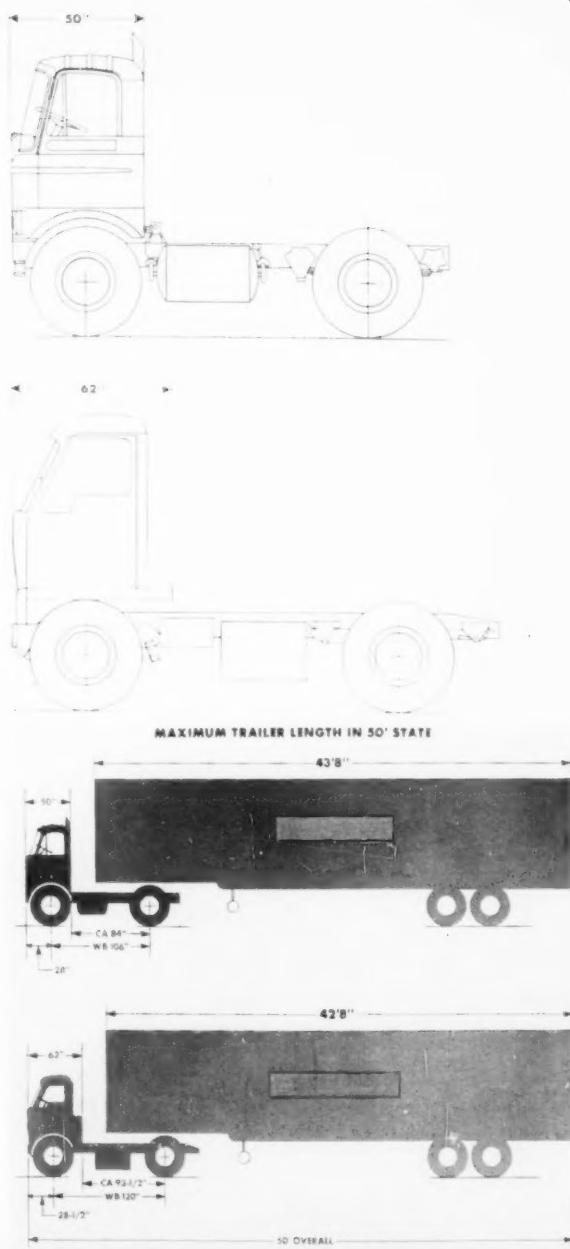
Measuring only 50 inches from front to rear, the advanced unit is a marked departure from conventional cabs. As a matter of fact, at the recent ATA Silver Anniversary Meeting in Miami, it was hailed by trucking and traffic executives alike as one of the most significant improvements in cab design in recent years.

For one thing, the unit is the first — and to date, the only — heavy duty, self-contained highway tractor confining all mechanical components essential to efficient over-the-highway operations within an area of 50 inches. This 50-inch dimension is geared to ensure maximum payloads under existing state highway regulations.

In addition, it introduces a versatility rarely attained in tractor design, since it accommodates virtually any type of length of trailer with maximum payload earning power. Utilization of the cab is expected to be particularly advantageous in "50-foot states," as it permits the truck operator to use a 43' 8" trailer, as compared with other cab models capable of pulling 42' 8" trailers. Result: a stepped-up payload.

A top-notch parking brake — applied by two large springs housed within specially designed air cylinders and released when air pressure is applied to the cylinders through a fingertip control valve — is an added feature of the new cab. In the event of air line failure, the parking brake is applied automatically. Thus, the danger of a vehicle becoming a runaway — with potentially serious consequences to in transit merchandise — is virtually eliminated.

**Dimensions of new fiberglass cab as compared with conventional over-the-highway equipment.**





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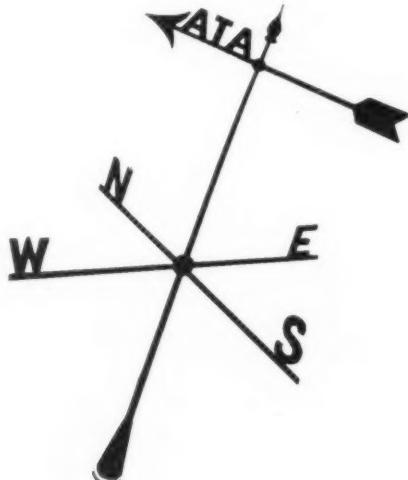
*Shippers salute*

## EXPANDING ROLE

● The job to be performed, a comparison of costs, and availability of service are the three criteria a distribution executive should consider in choosing the type of motor freight service best suited to his needs.

This was the advice offered to traffic executives by W. V. Burke, general traffic manager at the American Thread Company, in a speech before the Private Carriers Conference at the recent 25th annual conclave of the American Trucking Associations in Miami. Mr. Burke was only one of the many distribution executives saluting the ATA on its Silver Anniversary.

Another, Frank L. O'Neill, general traffic manager of the Minnesota Mining and Manufacturing Company—after emphasizing the mounting importance of motor transport to industry today—outlined the challenge confronting truck operators and users during the next decade. Pointing out that the nation will drive ahead economically, he declared: "We now believe that the economic tide has turned not just for the transport industry, but the entire country."



"If the recession has taught us anything, it has taught us that mere population growth is no guarantee that our economy will automatically grow in volume. Such growth has to be supported and fostered. In an individual economy like ours, an indispensable stimulant is an efficient and economical transportation system."

The problem before motor carriers, as outlined by GTM O'Neill: handling the big job that will face

Shipping Management — National Hi-Way Shipper

# motor carriers IN DISTRIBUTION

industry in the transporting of its raw materials and finished products. One prerequisite: an immediate clarification of government regulations pertaining to motor freight because "the for-hire carrier business today is steeped in the regulatory involvement of government."

## NEW OFFICERS OF THE ATA

**President:** J. R. Cooper  
**1st V-P:** W. Frantz  
**2nd V-P:** R. S. Moore  
**3rd V-P:** J. J. Gill  
**4th V-P:** G. B. Holman  
**Secretary:** H. L. Gormley  
**Treasurer:** J. M. Akers

Other distribution executives participating in the ATA week-long session included:

• H. E. Manker, general traffic manager, Proto Tool Company, who traced the development of motor freight at his firm's eight plants in the U. S. and Canada. "Until 1936," declared Mr. Manker, "my company used railroads for the bulk of its shipping. Since then, however, almost all movement of freight has been by motor carrier."

• F. B. Hufnagel, Jr., Sun Oil Company. Explaining that his concern had been forced through the years to find a form of transport tailor made to its specialized needs, GTM Hufnagel reported that Sun Oil, more and more, is relying on for-hire vehicles. Reason? "Such vehicles mean lower overhead and permit lower inventories."

Meanwhile, America's motor carriers also received a pat on the back from Senator Warren G. Magnuson (Democrat, Washington). Labeling motor freight a key facet of U. S. transport today, Senator Magnuson went on to outline new transportation legislation projected for the next Congress—legislation of paramount importance to shippers as well as carriers.

The coming Congressional session, he predicted, will be a "rough one" on transportation. He listed a "serious effort to bring about joint rates and service" and "proposals which would place additional charges on transport units utilizing public facilities" as two key items on Congress' upcoming agenda.

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00. Address all communications to Classified Department, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

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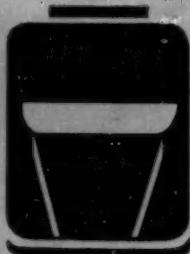
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**RYDER SYSTEM, INC.**



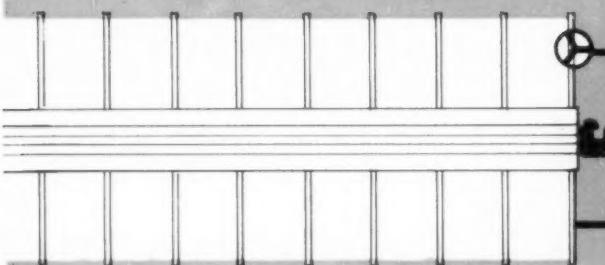
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